

E&P

August 18, 1973

Thirty-five cents

Editor & Publisher

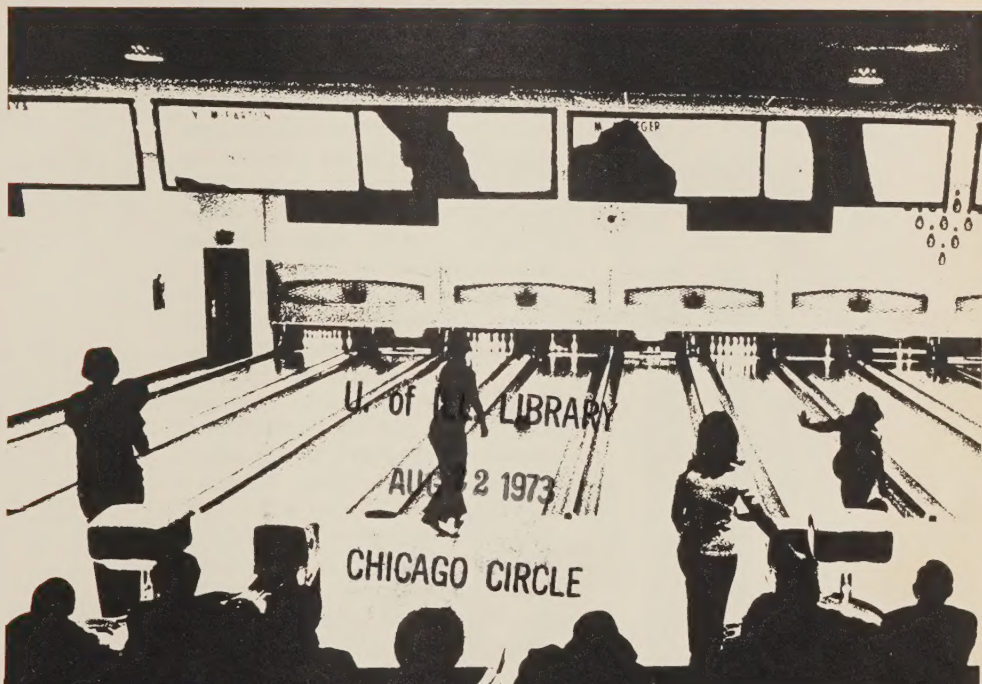
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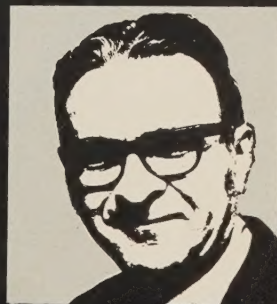
roit News



Beat The Champions sets two new records... and charity wins again!

The 12th annual Sun-Times Beat The Champions bowling contest was another record-smashing success. The 193,675 entry and the \$59,403.31 raised for charity are both new contest highs, and records for any type of participation event anywhere.

Beat The Champions has attracted 1,923,115 participants since 1962 and has raised \$573,606.18 for charity. This outstanding record of promoting a wholesome family participation sport while raising much-needed funds for charitable organizations is another reason why The Sun-Times is known as "Chicago's Bright One."



The man behind Beat The Champions is Sun-Times assistant sports editor Seymour (Sandy) Shub, past president of the Bowling Writers' Association of America. He has covered bowling for 29 years and has won 15 bowling writing awards from the American Bowling Congress.

Chicago Sun-Times

Marshall Field, Publisher

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HERALD BIRTHDAY, DEAR BOSTON HERALD BIRTHDAY TO YOU.

Just one year ago, the Boston Herald American and the Sunday Herald Advertiser began giving Boston news coverage like never before. Faster, finer, more involved with people and issues, causes and effects. Keynote of the milestone is this message from Publisher Harold G. Kern: □ For the last 12 months, New England readers and advertisers by the thou-

sands have given us their solid support, confidence and satisfaction. And no newspaper — large or small; young or old, could ask for more. Please accept our thanks and cooperation. □ When the Herald American first rolled off the presses last June 19 — after combining the best features of the Herald Traveler and Record American — we listed one paramount goal . . . greater reader service. That goal not only remains unchanged, it has even greater priority. And we regard the genuine, meaningful reader-advertiser response of the last year as proof our goal is being achieved. □ You will find increased reader service where it counts . . . in the most vital areas of the newspaper: news coverage, advertising, typography and circulation. □ We have mustered one of the most versatile, professional and specialized news staffs in the country. And we are daily finding new ways to publish more news faster. □ Our editorial and news commentary pages have depth, focus and balance. Herald American and Sunday Herald Advertiser features appeal to readers of every age because ours is a family newspaper. □ Special series deal with people issues: taxes, wages, living costs, crime, health care, the young, the elderly, the middle American. We tell our readers what is happening to them; we do not tell them how and what they should think. □ In almost every month of the last year we added some form of advanced operating system or equipment to individual departments of the paper. We have mastered immense and complex production problems that are part of a new newspaper. And with each passing day we search for new ways to better our product . . . always with the aim of enhancing

our image as the complete family newspaper. □ Along with subscriber response has come professional recognition. In its first year, the Herald American won more public service awards than any newspaper in New England. And we have just begun. In the weeks and months ahead, we will strive even harder to increase reader service . . . to remain the people's voice in New England. This is our pledge and promise.

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It takes a lot of citizen power to build an All-America City. Citizen power backed by a watchful, helpful, active press.

There's an All-America City in the heart of Florida's Suncoast — St. Petersburg, Fla., home of The St. Petersburg Times and Evening Independent. Citizen power built St. Petersburg. Citizen power — like the Goals for St. Petersburg project, a joint effort by city and citizens to visualize how our city should be in the future.

Citizen power — like the Community Alliance, where representatives from the Chamber of Commerce, black community and city government work together to prevent racial strife.

Citizen power formed a Beautification Committee. Citizens are the powerful energy behind the Meals on Wheels program, voter registration rallies, summer youth programs, Boy Scout tree planting, the Festival of States celebration.

St. Petersburg, Fla., U.S.A.

An All-America City, according to the National Municipal League and Saturday Evening Post.

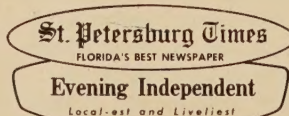
A city where young and old have worked together to build a community for all kinds of people. Where a vibrant economy works in tandem with a relaxed way of life. Where citizen power really works.

The work isn't over in this All-America city. Citizens and press must make certain there's enough water, sewers, clean air, beaches, jobs for everyone who lives here. The quality of life that made the Suncoast and St. Petersburg famous must be preserved.

The St. Petersburg Times and Evening Independent are ready for the challenge. The work doesn't stop when an award is won.

Press and Public — A Responsible Partnership

P.O. Box 1121
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AUGUST

- 26-28—New York State Publishers Association. Otesaga Hotel, Cooperstown, N.Y.
- 26-29—New England Association of Circulation Managers, Basin Harbor Club, Vergennes, Vermont.
- 26-31—Police-Press Relations Seminar, International Association of Chiefs of Police, the Washington Hilton Hotel, Washington, D.C.
- 29—Sept. 1—International Newspaper Promotion Association-European Division. Hotel Zurich, Zurich, Switzerland.

SEPTEMBER

- 7-8—Oregon-Washington UPI Editors Conference, Canterbury Inn, Ocean Shores, Washington.
- 7-9—Ohio Newspaper Classified Clinic. Pick-Ft. Hayes Hotel, Columbus.
- 8—Hoosier State Press Association Advertising Conference, Sheraton Motor Inn, Indianapolis.
- 8-9—North Dakota AP Association meeting, Ramada Inn, Jamestown, N.D.
- 8-12—Canadian Circulation Managers' Association Annual Sales Conference, Holiday Inn (downtown), London, Ontario, Canada.
- 9-21—API Advertising Executives Seminar (for newspapers under 75,000 circulation). Columbia University.
- 11-14—Newspaper Advertising Executives Association of Canada-Eastern 25th annual Conference, Mount Royal Hotel, Montreal.
- 13-15—PNPA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.
- 14-16—Mid-America Newspaper Conference, Muehlebach Hotel, Kansas City, Mo.
- 14-16—Pacific Newspaper Mechanical Conference. Southern Division, Biltmore Hotel, Los Angeles.
- 14-16—Maryland-Delaware-D.C. Press Association, Summer Conference, Beach Plaza Hotel, Ocean City, Md.
- 16—South Dakota AP Association meeting, Holiday Inn, Aberdeen, S.D.
- 17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating Your Employees," Miami.
- 20-22—Interstate Advertising Managers' Association & New York Advertising Managers' Bureau joint meeting, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 21-23—Illinois AP Editors Association meeting, The Hilton, Peoria, Ill.
- 21-23—Indiana APME fall meeting, Holiday Inn, Interstate 65, Lafayette, Indiana.
- 21-23—New England Press Association annual fall convention, (joint NYPA and NEPA meeting). Lake Morey Inn, Fairlee, Vermont.
- 22—Minnesota AP Association meeting, Holiday Inn, Fergus Falls, Minn.
- 22-25—Southern Circulation Managers' Association Annual Convention, Hilton Hotel, St. Petersburg, Florida.
- 23-Oct. 5—API City Editors Seminar (for newspapers under 75,000 circulation). Columbia University.
- 24-26—INPA Southern Regional conference, Hyatt House, Houston.
- 26-29—Pennsylvania Newspapers Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 27-29—Southern California UPI Editors' convention, Palm Springs, Calif.
- 28-30—Advertising Executives Association of Ohio Daily Newspapers sales clinic. Pick-Ft. Hayes Hotel, Columbus.
- 28-30—Virginia Press Women, 15th annual convention, Holiday Inn-Scope, Norfolk, Va.
- 30—Oct. 3—INPA Eastern Regional conference. Colony Resort, Atlantic City, N.J.

OCTOBER

- 4-7—Women in Communications, Inc., Annual National Meeting, Benson Hotel, Portland, Oregon.
- 5-6—South Carolina AP News Council meeting, Adventure Inn, Hilton Head, S.C.
- 7-10—UPI Editors & Publishers Conference, Camino Real Hotel, Mexico City.
- 7-10—INPA Western Regional conference, Washington Plaza, Seattle.
- 7-19—API Classified Advertising Managers Seminar. Columbia University.
- 9-13—National Conference of Editorial Writers 27th Annual Meeting, Honolulu, Hawaii.
- 11-13—Illinois Press Association 108th fall convention, Holiday Inn-East, Springfield, Ill.

Vol. 106, No. 33, August 18, 1973. Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N. Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, NY and additional mailing offices. Titles patented and Registered and contents copyrighted © 1973 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$10.00 in United States and possessions, and in Canada. All other countries, \$25.00. Payment in sterling may be made to Editor & Publisher, "External Account," Chemical Bank, 10 Moorgate, London, E. C. 2, England.

Postmaster: If undelivered, please send form 3579 to Editor & Publisher Co., 850 Third Ave., New York, N.Y. 10022.

At last: A medical column that's going to make a lot of people sick.

It took a new kind of medical journalist to come up with a new kind of column about health and medical care: The first one written from the side of the consumer.

Called "The Medical Consumer," the twice-weekly column by David Hendin is the most recent addition to Enterprise Science News, the nation's only regular, authoritative report on the continually changing world of science.

In "The Medical Consumer," Hendin advises the two hundred million Americans who use health or medical services — which means just about everyone — how and where to go about getting the help they need.

Hendin doesn't have all the answers. But he does know where to find them. His bold, no-nonsense approach has brought hundreds of letters from readers, reflecting their strong desire to understand more about health and medical care.

The author of four books, including the current best-seller *Death As A Fact Of Life*, David Hendin has established himself as a journalist who helps his readers talk about tough subjects. This year he received the American Medical Association Medical Journalism Award for two of his newspaper series.

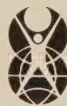
As editor of Enterprise Science News, Hendin and his staff cover

science and how it affects people. And while "The Medical Consumer" is now a regular feature of Enterprise Science News, it is also available separately. (For details, call Dick Johnson collect at 216-621-7300 or write him at 1200 West Third Street, Cleveland, Ohio 44113.)

Obviously, "The Medical Consumer" is going to disturb a lot of people.

But a far greater number of people — your readers — will get a happy and healthy surprise:

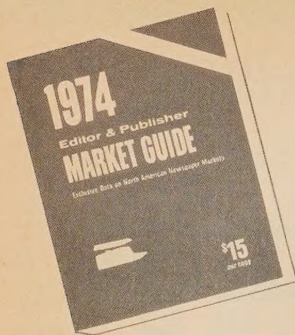
At long last, they have someone to answer the questions they didn't know they had a right to ask.



**enterprise
science news**

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- Names of newspapers and their circulations and ad contacts for each market.

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CATCH-lines

By Lenora Williamson

THREE LITTLE WORDS—Sports page stories on the 25th anniversary of Babe Ruth's death could have borrowed an anecdote from the "birthday bouquet" interview with James L. Kilgallen, now 85 and writing for Hearst Headline Service. UPI's H. D. "Doc" Quigg relates that in 1920, Kilgallen was working for the morning service of UP, which had signed up young Babe to write a story each time he hit a home run. Jim had forgotten about this but was reminded by Ruth himself when he hit a homer in Chicago. After the game, the bureau phone rang and a booming voice said, "Hello, bureau manager?" "Yeah," answered Jim. "Low one, inside," said Ruth. Jim sat down and wrote 500 words "by Babe Ruth."

* * *

TO THE RESCUE—When a deskman at the *Jersey Journal* in Jersey City had trouble with a head on a story about Japan giving money to U.S. colleges, news editor Bernie Rosenberg solved the problem with "Japanese Have Yen to Aid U.S. Colleges."

* * *

NEVER KNEW TILL NOW that the legendary Paris journalist Janet Flanner is a Hoosier, born in Indianapolis. On the book page of the *London Sunday Times* Francis Wyndham wrote of a luncheon interview with the 81-year-old during her visit to London for publication of "Paris Was Yesterday," mentioning that Miss Flanner reviewed films for the *Indianapolis Star* from 1915-17 and may have been the first movie critic given a by-line. Concluded Francis of the interview: "It was all heady stuff; but the nice thing about Miss Flanner is that she seems more interested in the present than the past. She sent her compliments to the chef and went off to have her hair done."

* * *

GNIKNIHT DOOG—That was the relevant editorial headline in the *New Britain (Conn.) Herald* for a piece endorsing printing of the word "Ambulance" backwards on the front of the vehicle. As has been the case too long, the word Ambulance spelled normally on the front of the vehicle comes out "ecnalubMA" when seen in a rear-view mirror. "With the changing shapes of emergency vehicles—that look more and more like vans—it is wise to have easily identifiable markings... ?thgiR"

* * *

ONE STATEMENT TO THE PRESS was forthcoming from the President last weekend, directed at UPI's Helen Thomas, generally on the receiving end of Martha Mitchell's phone calls. Helen and other reporters were summoned to watch a bill-signing in the Oval Office and President Nixon commented on Helen's slacks. The correspondent, who wore slacks to Peking and during the presidential visit to Moscow, explained later that while she knew Nixon doesn't like women in slacks, "I didn't expect to see him yesterday. We see him so rarely." Of the President's asking her to pirouette and then, "Do they cost less than a gown?" Helen said that she didn't take offense. "... but I didn't appreciate being singled out before so many people. Thank God, they were clean," she added of her white slacks with navy blue overblouse.

* * *

THE GASOLINE SHORTAGE and two gallons in the tank is nothing new to *Dayton Daily News* columnist Bob Batz. When he was younger, he made a practice of driving into a service station and saying, "Gimme 25 cents worth of regular and don't forget to shake the hose." Bob writes that while he doesn't say corny things like "Shake the hose" any more, he still doesn't buy much gas at one time—usually a dollar's worth and especially on pay day, two dollars worth—but that's the absolute upper limit. A man ahead of his time.

* * *

NO ROUND TRIP, THIS—John Sterling, sports editor/photographer for the *Pauls Valley* (Okla.) *Daily Democrat*, took a vacation trip to visit Jeff McLemore, publisher of the *Westville* (Okla.) *Reporter*. John went by bicycle—after 56 hours and 230 miles he got there. The trip back was by bus.

EDITOR & PUBLISHER for August 18, 1973



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up
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Editor & Publisher

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Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid June 30, 1973—25,271
Renewal rate—75.18%

A demand for credentials

Under the First Amendment to the Constitution the right to speak, write and publish is guaranteed to everyone. There is no requirement for a person to establish his or her qualifications before speaking or writing on any subject. To do so would be to establish a quasi-licensing system which would be unconstitutional.

The governor of Florida, Farris Bryan, believes that the public should be provided with the demographic background and pictures of newspaper editorial writers, reporters and tv newscasters—their education, religion, politics, marital status, experience and sex (we don't know why he omitted race). It would help to understand stories better if he knew these things about the writer, he says.

Public office holders are elected periodically to remain in office for a set term regardless of how well they perform in the public's interest short of malfeasance. Newspaper editors and reporters are voted on every day by the public and whatever shortcomings they might have are readily apparent. Their errors of omission or commission if any appear in print and repetition is rewarded by the public's lack of confidence and patronage.

The governor's implication that everything written for a newspaper is colored by religion, politics, etc., of the writer is a slur on thousands of able editors and reporters who try to report the news factually regardless of their own personal backgrounds. In addition it shows some ignorance of how reporters and editors work: In the chain of command from reporter, to copydesk, managing editor, editor and publisher, the personal bias of one cannot remain uncovered for long.

Newspaper ownership of tv

Early in 1970 the Federal Communications Commission, at the behest of the Department of Justice, proposed new rules prohibiting the ownership of broadcasting stations and CATV systems by newspaper publishers in the same market. This would make publishers second-class citizens—the only people prohibited from owning broadcasting facilities.

The rule is still being studied and debated but it appears that the FCC may be accomplishing its purpose slowly by other methods.

Last year after more than 12 years of litigation, FCC succeeded in transferring the license of WHDH-tv from the *Boston Herald-Traveler* to a challenger. Now the FCC staff is recommending the license of WPIX-tv, owned by the *New York News*, be given to another. There are challenges before FCC to license renewals of two television stations in Miami and Jacksonville owned by the *Washington Post*. There are probably other similar situations.

In 1971 the American Newspaper Publishers Association estimated the market value of 96 tv stations owned by newspapers at \$1.6 billion dollars. There is no need to speculate on the financial damage these newspapers will suffer if FCC pursues this policy.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdon established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, W. F. Pierce, Richard E. Schultz, Kenneth R. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonestoso.

OFFICES

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Chicago: 111 East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor. Willard L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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letters

UNFAIR TREATMENT

Earlier this year at the Nevada State Bar Association convention here in Carson City I had the privilege—as a veteran reporter and former editor of several daily and weekly newspapers—of appearing on a panel to discuss the possible conflicts of the constitutional guarantees of fair trial and free press.

During the discussion I opined that the guarantee of a free press has been fortified in recent years, rather than diminished by governmental fiat as some spokesmen for the press would have us believe. Particularly I referred to the N.Y. Times-Sullivan and subsequent decisions which virtually free the news media of any responsibility for the truth of accusations against public officials which the media see fit to publish.

I said that this legal license granted the press provides an absolute power, untempered by any judicial review, through which editors and reporters can destroy public officials at will, pleading "public interest" all the while. In that context I quoted Lord Acton—"Power corrupts, and absolute power corrupts absolutely"—and observed that certain editors in this country are doing their best to fulfill Lord Acton's dictum.

During the past week the validity of my observation has been borne out by the irresponsible publication, nationwide, of the report that Vice President Agnew is being investigated by a U.S. attorney. Although there has been no arrest, no indictment, not even grand jury consideration of the investigation, a variety of felonies has been attributed to Mr. Agnew in the press.

In my formative years as a reporter my superiors, senior editors and the like, constantly impressed upon me that it is unprofessional, unethical, and very probably libelous to publish any such accusations of criminal conduct prior to indictment.

In the case of a private citizen those strictures still apply. Any newspaper that published such rumors about the local bank teller or doctor or undertaker or tradesman or workman would face the great probability of a libel suit for extensive damages if the tale should be proven false.

(Contrary to common belief, "truth" as a defense in an action for libel applies to the truth of the statement published, not simply to the truth of the fact that someone did indeed make such a statement.)

This likelihood—even certainty—of being sued if the story is false very properly restrains newspapers and other media from publishing unconfirmed rumor and gossip, at least as pertains to ordinary individuals. If the newspaper does publish such tales it must be prepared to defend their truth in court.

In the case of the Vice President of the United States, however, the press—secure in the legal protection afforded by Times-Sullivan, etc.—feels free to publicize the rumors emanating from an investigation even before the facts are presented to a grand jury, much less before an indictment is returned.

Even if the grand jury returns no indictment, even if an indictment is returned and the charges later proven false in a court of law, Mr. Agnew has no recourse. As a

"public official" he is all but prohibited from seeking damages for libel, even though his reputation might be irreparably tainted.

Those who publish lies and rumors about criminal acts by public officials do not even have to offer an apology. When they do apologize it is sure to be half-hearted, something of a shrugging aside: "OK, we were wrong this time."

That is precisely what Jack Anderson did to Sen. Thomas Eagleton two years ago. It is what the press has done to President Nixon for years.

We have come to a sorry state when the legal protections against slander and false witness, which apply to the smallest and weakest, cannot also be extended to those who contribute their lives to public office.

ZANE S. MILES
(Miles is a partner in Miles & Miles Communication Services, a public relations firm in Carson City, Nevada.)

* * *

JEFFERSON'S VIEW

Much has been written in the press about the recent decision of the Florida Supreme Court requiring newspapers to give candidates for office space to reply to criticism of them published by the paper. Much of the criticism of this decision has suggested that it runs counter to the ideas of the Founding Fathers about freedom of the press.

Thomas Jefferson is frequently quoted as preferring newspapers without government to government without newspapers. However, one seldom sees any reference to a statement by Jefferson, made in an 1804 letter to Abigail Adams, that has direct bearing on the Florida case. Jefferson wrote: Nor does the opinion of the unconstitutionality and consequent nullity of that law (the Alien and Sedition Act of 1798) remove all restraint from the overwhelming torrent of slander which is confounding all vice and virtue, all truth and falsehood in the United States. The power to do that is fully possessed by the several state legislatures. It was reserved to them, and was denied to the general government, by the constitution according to our construction of it. While we deny that Congress have a right to control the freedom of the press, we have ever asserted the right of the states, and their exclusive right to do so. (From *The Writings of Thomas Jefferson*, ed. by A. A. Lipscomb and A. E. Bergh, Vol. 11, pp. 51-52).

REED J. IRVINE
(Irvine is chairman of board of Accuracy in Media Inc.)

* * *

RESEARCH CATALOG

The Newspaper Advertising Bureau has produced a catalog of "1972 Research Studies and Reports Published by Newspapers in the United States and Canada". Reports from 174 newspapers and eight newspapers groups in 125 markets are listed by type and by subject. The types of reports listed are consumer analysis, continuing home audits and audience and market studies. Special subjects are alcoholic beverages, automotive, financial, food and grocery, travel and miscellaneous. Copies of the catalog are available at \$1 each from the Information Center, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N. Y. 10017.

18, 1973

FOR THE RECORD

I'd like to call to attention some inaccuracies in the EDITOR & PUBLISHER story of August 4, 1973, headlined: Blacks ransack paper.

First, Bureau Chief Bill Lowry was not struck. Second, his glasses were not knocked off. Third, the quotes attributed to me: "Might have gotten nasty," I did not say.

Additionally, we fully intend to prosecute any of those responsible for thefts or damage to our office.

In the interest of the story, which we had been working on for a day and a half, we felt it in our best interests, once Lowry had the group communicating, not to disrupt the mood by pressing such charges or having police remove them from the bureau.

In summation, I had the feeling that a situation handled most laudably by our bureau chief, was over dramatized by your report.

GLENN DOTY
(Doty is managing editor of the Middletown (N.Y.) Times Herald Record.)

* * *

PRESS POWER

I note, when viewing the Senate Watergate Hearings on television, the number of times people refer to newspapers as their sources of information.

Another example of the Power of the Press. The means of communication that exposed the scandal in the first place; is still in first place.

S. AUSTIN BREW
(Brew is national advertising consultant for the Ridgewood (N.J.) Newspaper.)

* * *

WRITING A BOOK

The undersigned is writing a book for juveniles (ages 8-12) on the subject of newspapers, from the point of view of all departments, but mainly from the editorial standpoint. Any contributions of data, pamphlets, ideas, illustrations that pertain to this subject will be appreciated and will be duly acknowledged in the foreword to the book.

HARRY A. SQUIRES
17237 Horace St.,
Granada Hills, Calif. 91344

Short Takes

FLY SWEATERS, Don't get bugged!
13¢—Muncie (Ind.) Star.

* * *

A . . . tiger escaped from her cage in Washington Park Zoo . . . — Springfield (Mass.) Union.

* * *

. . . You now have telephone service . . . after a two-week breakdown.—Boston Globe.

* * *

Any investor can arrange his portfolio so that he can get a dividend heck every month . . . — Los Angeles Herald-Examiner.

* * *

. . . he seemed so stunned by his feet that he said, "I don't know what to say." — Wichita (Kans.) Beacon.



"It's easy for a newspaper to settle for the superficial in news coverage, but it's a big mistake in these days of mass television. The New York Times not only leads the way in digging in depth, but it can serve as a valuable daily reference work for the harried handler of the news on other publications."

Paul Veblen, Executive Editor
Santa Barbara News-Press.

About half of Boston Globe's employees buy into company

The *Boston Globe*, a family-controlled newspaper for over 100 years, went public August 7 and an examination of its prospectus shows it has enjoyed a steady growth in total revenues and net income in recent years.

Affiliated Publications Inc. is the holding company formed on February 22, 1973 (its principal assets and only income are the *Boston Globe*, the morning daily, the *Boston Evening Globe*, the evening daily, and the *Sunday Globe*, the Sunday paper) which held a successful initial public offering of 475,000 shares of stock and which plans to apply to have its stock listed on the American Stock Exchange. More than 1,000 of the newspaper's 2,200 employees purchased 25,000 shares out of one group of stock sold by the company at a reduced price of \$10.00 per share less the .85¢ a share underwriting commission.

The prospectus shows that the Boston Globe operation had a steady growth in total revenues from \$59 million in fiscal 1968 to \$88 million in fiscal 1972. Net income also grew during the period.

Revenue history

Here are the year-by-year total revenues from 1968 to 1972 for the newspaper as reported in the prospectus: \$59.2 million; \$65.3 million; \$67.2 million; \$74.9 million; and \$88.1 million. For the 26 week period ended July 1, 1973 unaudited income is reported at \$47.15 million, compared with unaudited income of \$41.18 million reported for the 26-week period ended June 25, 1972.

The revenues generated these year-by-year net income totals from 1968 to 1972: \$2.32 million; \$2.99 million; \$2.06 million; \$2.998 million; and \$3.269 million. For the 26 week period ended July 1, 1973 unaudited net income was \$1.951 million, compared with unaudited net income of \$1.43 million for the 26-week period ended June 25, 1972.

Per share earnings from 1968 to 1972 were: 81 cents, \$1.04, 72 cents, \$1.04 and \$1.14.

The Boston Globe saw circulation revenue rise steadily each year from 1968 to 1972. The year-by-year circulation revenue totals reported in the prospectus are: \$17.7 million; \$19.37 million; \$21.56 million; \$27.81 million; and \$30.29 million.

Advertising revenue also enjoyed steady growth except for "unfavorable economic conditions" in 1970 when the newspaper suffered a decrease of about 1.7 million lines of advertising. The year-by-year revenues from advertising from 1968 to 1972 are reported as: \$41.48 million; \$45.94 million; \$45.68 million; \$47.14 mil-

lion; and \$57.83 million.

Big three advertisers

In 1972, reports Affiliated Publications Inc., the three largest Globe advertisers accounted for 23 percent of retail advertising linage and 11 per cent of total advertising linage. In 1972 the bulk of total advertising linage of 50,323,452 came from retail advertising, 23,335,206; followed by classified advertising, 18,571,130, and general advertising, 8,417, 116 lines.

Other details in the prospectus about the operation of the Globe, which began publication in 1872, are:

—The newspaper's three largest suppliers of newsprint supply approximately 62 percent of the annual requirements. In 1972 the newspaper used 103,586 tons of newsprint.

Union paid \$300,000

—The newspaper paid \$300,000 to buy the Boston Typographical Union's right to re-set about 12,000 pages of pre-set advertising copy dating back 6 years.

—The newspaper's 100th anniversary celebration in 1972 cost about \$150,000.

—The company's plant, when completed in 1958, had 344,000 square feet of space and cost \$8 million. In 1970 an addition of 125,000 square feet of space was added at a cost of about \$4.7 million.

—The company's sole investment is in Kaiser-Globe Broadcasting Corp., a 90 percent owned subsidiary of Kaiser Broadcasting Corp. organized in 1966 to operate new radio and television stations. The investment is listed at \$1.35 million on January 1, 1973 and \$1.2 million on July 1, 1973 and is given as a 10 percent investment.

—The company has about 70 agreements with key employees providing for death benefits ranging from \$20,000 to \$150,000 if the employee dies while employed by the company. A stock option purchase plan for employees is being considered by the board of directors. In 1972 a total of \$398,695 was paid as bonuses to 669 employees. Of this total \$86,000 was for the five key officers of the company.

—The newspaper reports its morning, evening and Sunday circulation on March 31, 1972 at 238,523, 177,600 and 557,712 and said it gave the Audit Bureau of Circulation (ABC) these totals for the six month period ended March 31, 1973: 278,126; 184,493 and 617,426. The prospectus notes: "The *Boston Herald Traveler* ceased publication with the June 18, 1972 issue. Management of the Globe News Co. believes that a substantial portion of the increased circulation shown in the ABC report for the six months ended March 31, 1973 is directly attributable to the

demise of such newspaper."

New Goss press planned

Proceeds from the stock sale were about \$2,745,000. Of this total, about \$2,569,000 will be used to buy and install a new eight unit Goss Mark V press by Fall 1974.

The newspaper utilizes the services of 11 wire services and 12 syndicates. The newspaper was named as a defendant by the federal government in a suit involving features syndicates. The law firm of Bingham, Dana & Gould, counsel for the Globe News Co., has "advised management that the suit may result in Globe Newspaper Co.'s exclusive territory for such features being reduced geographically."

In family over 100 years

For over 100 years now the chief operating officers of the newspaper have been members of the family founded by Charles H. Taylor, publisher of the newspaper from 1878 until he died in 1921, owning 50 percent of the outstanding stock, and the family of Eben D. Jordan, who founded the Jordan Department Store in Boston.

The selling stockholders included the estate of Eben D. Jordan, a founder of the newspaper who died in 1895, and the family of William D. Taylor, chairman of Affiliated Publications Inc., Globe Newspaper Co., and publisher of the Globe. The latter's salary is listed at \$122,000 a year and upon retirement he is guaranteed a minimum salary of \$40,000 a year. In addition, under the Boston Globe Employees Association retirement plan he will receive a \$1,141.65 weekly payment for 93 weeks and afterwards a monthly payment of \$1,083.33 for the rest of his life. John I. Taylor, president of Globe News Co., earns \$98,000 a year and William O. Taylor, treasurer and general manager of the Globe, earns \$59,500 a year.

Joins 25 public publishers

Affiliated Publications Inc., the recently renamed publisher of the Boston Globe, joins 25 other American and Canadian newspaper publishing firms in going public. The company, however, is the only one where the revenue and income stem from only one newspaper and no other property. The company has paid dividends on its common stock since 1882.

Total assets of the company as of July 1, 1973 are listed as \$38,882,839.

First Boston Corp., with Nicholas B. Paumgarten as account executive, was the managing underwriter for the \$10-a-share offering.

The company lists its long term debt on July 1, 1973 at \$4,334,000.

The selling stockholders, the Jordan Trust (with Sidney W. Davidson, William Davis Taylor and Ralph Lowell as trustees) and the Taylor voting trust (with Taylor family members and others as voting trustees) own 42.1 per cent each, or a total of 84.2 per cent of the current outstanding shares.

Attorney General will decide when to subpoena press

By Luther A. Huston

A departmental directive to law enforcement officials that the specific approval of the Attorney General will be required before newsmen may be questioned, subpoenaed, or made a defendant in any court proceeding is being drafted at the Department of Justice for early issuance.

The directive will be an addition to the guidelines restricting the issuance of subpoenas to the news media promulgated in 1970 by the then Attorney General John N. Mitchell. The added proviso is that reporters may not be questioned without the Attorney General's approval, thus tightening the rules against infringement by over-zealous prosecutors upon newsmen's First Amendment rights.

The intention to issue the directive was announced by Attorney General Elliot L. Richardson in an address to the American Bar Association at its annual meeting in Washington. He also told the lawyers that he was initiating a "comprehensive government-wide study of the Freedom of Information Act" for the guidance of the Executive Branch and the Congress "in improving the administration of the Act and clarifying its provisions."

Richardson said that these steps were being taken to dispel the suspicion that "the Department is not sufficiently honest in its communication with the press and public."

"The way in which the Department of Justice carries out its functions in any situation where reporters or news media is involved" is important, Richardson said. "Reporters have a primary responsibility to the public, just as we do. This responsibility can lead them into controversial situations. But the prosecutorial power of the Department should never be used—not even by indirection or innuendo—in a way that could weaken the exercise of First Amendment rights."

On freedom of information, Richardson said that "we started from the awareness that we are accountable to the people of the United States. The Department of Justice has no interests and no objectives separable from theirs. We have an affirmative responsibility toward enabling them to make wise and responsible choices among clashing policies and competing interests. We have a corresponding responsibility to help assure that they are as fully informed as possible about what we are doing and why."

"This means that information in our hands should be withheld only where in a given case some clear public interest outweighs the public interest in freedom of information. The burden of proof should always be on establishing the need for withholding information."

As the government's chief legal agency, the Department of Justice is responsible for the administration of the Freedom of

Information Act by the government as a whole. In the exercise of this responsibility, Richardson said, he had advised all executive agencies "that our litigating divisions will not defend Freedom of Information lawsuits unless the Freedom of Information Committee in our Office of Legal Counsel has been consulted prior to the denial of a request."

French-language papers change owners in Quebec

Montreal businessman Paul Desmarais now controls five Quebec newspapers, including a morning and evening French-language paper in Montreal.

La Presse, an afternoon paper and the largest French-language daily in North America which is owned by Desmarais, announced the purchase of *Montreal-Matin*, a morning and Sunday French-language tabloid.

In another transaction, two Sunday papers, three Montreal weeklies and 10 suburban weeklies in Quebec were purchased from Trans-Canada Newspapers Ltd. by La Societe Generale Des Publications Inc., a company controlled by Jacques Francoeur and his family.

Francoeur said that his company has sold all its shares in Trans-Canada to Gesca, giving that company 100% control of Trans-Canada which operates three daily newspapers. Gesca is controlled by Desmarais and his family.

No financial details of the transactions were disclosed but when *Montreal-Matin* was sold in March, 1972, the price was reported to be \$5 million.

Trans-Canada Newspapers now owns *Trois-Rivieres Le Nouvelliste*, *Sherbrooke La Tribune* and *Granby Voix de l'Est* while Francoeur's company takes over *Dimanche-Matin* and *Derniere-Heure*, both Sunday tabloids, and *La Patrie*, *Le Petit Journal* and *Photo-Journal*, three Montreal weeklies.

Washington Star-News adds Family Weekly

The *Washington* (D.C.) *Star-News* will begin distribution of *Family Weekly* on October 7 as a replacement for its locally-edited supplement, *Washington*, which will be dropped on September 30.

The newspaper, which becomes FW's largest circulation outlet, announced it was also discontinuing its *Stocks-Sports* edition. *Stocks-Sports* has been the final edition of the afternoon paper and contained New York Stock Exchange closing quotations. The last edition, the *Night Final*, does not contain closing stocks.

A *Star-News* official said that printing the closing stocks involved an overtime expense not justified by the *Stocks-Sports* edition's proportion of the paper's total circulation.

The paper also announced an increase in its home delivery rates to 75¢ for the daily and \$1.15 for daily and Sunday.

ComCorp asks court to stop Times' shopper

The New York Times Co.'s Florida newspaper division has been sued by ComCorp., Cleveland-headquartered suburban newspaper group, for more than \$2 million in damages.

Filed in United States District Court in Tampa, August 14, the suit alleges that the New York Times has been attempting to force ComCorp.'s *Polk Shopper's Shopping News* out of business by publishing a special *Pennysaver* section in the *Lakeland Ledger*.

Named as defendants in the suit are the New York Times, New York Times Media Co., the *Lakeland Ledger*, *Ocala Star Banner*, Cowles Communications Inc., and John Harrison, New York Times vicepresident in charge of Florida newspaper division.

In a statement issued in Cleveland, David Skylar, president of ComCorp, said:

"We filed this action asking the court to order these parties to refrain from harassment of our advertisers, to have them cease publication of a special section called the 'Pennysaver' and as a way of undercutting our newspaper, to have these parties immediately refrain from unfair practices, intimidation and threatening our customers aimed at eliminating us as a competitor and creating a monopoly for the New York Times' newspaper, The *Lakeland Ledger*."

Guild will contest Wichita court ruling

Charles Perlik, president of the Newspaper Guild, said the decision of the 10th Circuit Court of Appeals overturning the NLRB ruling including editorial writers in the bargaining unit at the *Wichita Eagle and Beacon* (E&P August 4), will not go unchallenged.

"We will support Mrs. Wood in any way we can," promised Perlik. "Whether that means a parallel appeal or some kind of supplementary action to the U.S. Supreme Court."

Many contracts affected

"If the decision is upheld in the Supreme Court," he continued, "it will affect dozens of contracts representing 40 years of editorial writers in the Guild." It will not be an easy case, but we will fight it to the finish."

Perlik also supported Wood's claim that the lawyer at the court hearing in March was unprepared, not having been the lawyer at the original NLRB hearing.

Mrs. Wood has asked the appeals court for a leave of intervention in order to file her own appeal with the Supreme Court. She argued that the Guild's lawyer did not adequately represent her interests in the case.

Knight paper gets mayor to take polygraph test

"Rizzo Lied, Tests Show."

The *Philadelphia Daily News* got Mayor Frank L. Rizzo to take a 70-minute lie detector test August 13 and headlined the results this way the next day on the front page.

To add salt to the 52-year-old mayor's credibility wounds, the tabloid newspaper positioned the headline over a photograph showing the mayor moments before taking the test with a caption quote from the mayor: "I have great confidence in the polygraph. If this machine says a man lied, he lied."

Paper hires the expert

The newspaper's journalistic coup—in making all the arrangements for the hiring of polygraph expert Warren D. Holmes of Miami and in getting the mayor and two other political figures to trek to a rented hotel room for the test on Holmes' portable \$1,350 polygraph—is causing political circles to buzz. Even the rival *Evening Bulletin* headlined the story "Rizzo Lied on 6 Queries, Camiel None, Test Show" and gave credit to "the tests, conducted by the Daily News."

Mayor Rizzo, when he heard of the results of his poor grades on the polygraph, said in turn at a press conference: the story made him sick to his stomach, he still has faith in the polygraph, and he told the truth.

An incident involving the mayor and two other political figures in a hotel bathroom, triggered the Daily News arrangements for the lie detector test for his honor, which was covered by Zachary Stalberg.

Editor Rolfe Neill said "Stalberg told city editor Jack Cort (who joined the paper this Spring from the *National Enquirer* in Florida). On Friday the mayor agreed to a lie detector test. We hired a lie detector test. On Monday it happened. The rest is history."

Holmes, a past vicepresident of the American Polygraph Association, arrived on the scene over the weekend and set up shop in a suite of rooms just a few feet away from the famous February bathroom meeting in the hotel.

The questions were prepared by Holmes, who said he relied on briefings and newspaper accounts of the controversy. The Daily News printed the text of the polygraph examiner's report in the August 14 editions as well as a section of the polygraph examination tape.

The lie detector expert said his tests that day showed the mayor lied on responses to six questions about the bathroom meeting and that Camiel answered all 11 questions truthfully. The deputy mayor lied on five of nine questions, according to Holmes' test.

Editor Rolfe believes the aftermath of the tests has been "a tremendous setback" politically for Mayor Rizzo.

Mayor feuds with paper

The mayor recently has been feuding

with the *Bulletin* and *Inquirer* over stories on political spying.

A series of articles about alleged surveillance of political opponents by a special police unit touched off angry words. The *Bulletin* reported that Rizzo was threatening to cut off the newspaper entirely from all city hall news. And a telephone conversation between the Mayor

Strikes curtail production at 8 Canadian mills

Strikes by several thousand paper workers at 8 Canadian plants have resulted in a loss of 6,000 tons-a-day to U.S. newspapers with little hope for settlement in sight.

Among the mills reported on strike are the two Ontario-Minnesota Pulp & Paper Co. mills in Fort Francis and Kenora, Ont.; Canadian International Paper Co. mills at Gatineau and Three Rivers in Quebec, and Dalhousie, N.B.; and three Price Co. pulp and paper mills in Quebec.

J. M. Dechene, vicepresident of Canadian International Paper in Montreal, said there has been no progress in any of the three strikes. "It is impossible to say when the strikes will be over," he said, "or even when negotiations will resume." Dechene said the issues involved wages, job security, and cost-of-living allowances. The 3 striking plants represent 2,600 tons a day, 80 percent of company production.

Dechene said efforts were being made to supply newsprint to customers through alternative means, including other mills. Asked what the company was telling its customers about future shipments, he said, "There's not much we can tell them, is there?"

The strikes have taken a particularly hard toll on smaller papers. Robert Foster, president of *Foster's Daily Democrat* (Dover, N.H. circulation 17,400), had said the paper would have to quit production after August 22 if no new supplies were forthcoming. Its major supplier is International Paper. However, he said this week that a truckload of newsprint had arrived from Great Northern and he expected more shipments soon. "We are very pleased at the help and cooperation we are getting from suppliers and other publishers," he said. "However, the situation is still acute . . . not at least we have enough to last a few weeks, anyway."

Other smaller publishers voiced concern. Clifford Oat, *Norwich* (Conn.) *Bulletin* publisher, said the paper would cut back on pages and restrict outside contracts. He said a recent shipment from Price Co. had just come in, but expressed some concern about future shipments. "Using simple common sense, we feel we

and *Bulletin* city editor John Farmer was less than civil.

Rizzo asked Farmer, at the end of the exchange, if the paper would "check out a tip" "that John Farmer is a faggot" as vigorously as he had the police stories. "We certainly would check it out," replied Farmer.

However, Rizzo apologized to Farmer and the paper the next morning, saying that Farmer was really "a fair guy."

The mayor has maintained all along that the police unit is not engaged in illegal surveillance and even announced intentions of beefing up the unit with six to eight additional policemen.

can get through the period of the strike . . . however, anything can happen. We are preparing for the strike to be a long one." Oat said the threat of further wildcat rail strikes in Canada and a 35 percent cut-back in Great Northern Paper's production were worrisome developments.

The *Uniontown* (Pa.) *Herald-Standard* informed its readers in an August 8 editorial that a dwindling inventory of newsprint necessitated some changes. The paper is planning to discard several features if necessary, has eliminated the editorial page, running editorials someplace else in the paper when possible; and has reduced space for local and AP photos, local stories, and sports and women's news.

In a related development, Anglo-Canadian Pulp said severe pressure on available newsprint supplies and a worsening fiber shortage have forced them to discontinue manufacture of 32-# newsprint.

The firm said the change will result in 6% more newsprint mileage per ton of fibre. Many customers who already use 30# and lighter grades actually profit from fewer real changes and reduced handling and inventory costs, with no measurable performance loss, claimed the company.

Newspaper rack rules adopted by Pasadena

The Pasadena, California board of directors adopted (August 7) an ordinance limiting the size, location and placement of news racks and boxes.

The ordinance is an effort to control street appearance and to prevent interference with traffic.

Fifty newsracks from 19 newspapers were confiscated May 12 by Redondo Beach police for apparent violation of the city's recently enacted newsstand ordinance.

The newspaper racks, which belonged to papers ranging from the *Hollywood Sex Mate* to the *Christian Science Monitor*, the *Los Angeles Times* and the *South Bay Daily Breeze*, Torrance, were picked up from 4:18 to 11:05 p.m., and taken to the city's warehouse.

Police said most of the stands violated ordinance sections regulating distance from the curb, space between sets of newsracks and weight limitations.

The ordinance, passed by the city council April 2, went into effect May 2.

Police chief chides press on 'confession'

The worst mass murder in U. S. history is the background for a controversy involving the police, district attorney's office, and news media.

On August 14, Houston police dug up the body of the 27th victim of a homosexual murder ring, surpassing the 25 itinerant farm workers killed by Juan Corona three years ago in California.

Cooperation between the many newsmen massed in Houston, and the police, has been especially good. Too good, say the district attorneys and Police Chief Herman Short.

Confession published

Last Saturday, the district attorney's reprimanded Houston homicide officers for disclosing too many details about the case to newsmen. That day, both the *Houston Chronicle* and *Post* printed verbatim on their front pages, a handwritten signed confession from David Brooks, 18, an accused accomplice to several of the murders.

Doug Freeland, city editor of the *Post*, said the police had made the original copy of the confession available to all the newsmen on the scene. He said one of the *Post* reporters had said an Associated Press newsmen had obtained a Xerox copy, although other newsmen copied the full confession in longhand.

"Personally, I can't understand why Chief Short or the district attorneys would take exception to the publication of the confession. This is not the first time it's happened. After all this is a major crime story, and there is a certain amount of competition here . . . Nobody's given us any specific reason why this information shouldn't be published."

Police and the DA's office claim the publishing of the confessions will prejudice the eventual trial of Brooks. Detective D. L. Collyer of the Houston Homicide bureau said there was some disagreement over how the press got access to the signed confession. "We have always run an 'open door'-type operation here . . . we don't keep any secrets from the press . . . but we were not expecting them to go ahead and run a front page confession . . . this is something that should be reserved as evidence in a jury trial, not printed beforehand in the newspaper." Collyer couldn't recall this happening before.

Files are secured

"There also seems to be some confusion," he said, "on how the press got access to the confession. We don't know . . . it was never released formally. Obviously the press was able to get their hands on either the written confession or the tape." He denied knowledge of the AP's possession of a Xerox copy.

Nevertheless, the police continued to provide details to reporters, although files on the case were locked up over the last weekend.

The other major objection of Police Chief Short to news coverage of the murders, is the media's criticism of police handling of runaway juveniles. On this score, Freeland supported the Chief.

"It is remotely possible, but highly unlikely, that police could detect some pattern from the very small concentration of runaways in the suburb where the murderers lived," he said. "Plus the fact that running away is not a crime. All police can do, if they find a missing person, is report it to the family. Meanwhile, they're undermanned as it is, and are busy with homicides, robberies, and other crimes." He said 20 or 30 runaways in a small area over a three-year period is not unusual.

Detroit News relocates to new plant

The challenge: to move some 1,000 pieces of machinery a distance of 23 miles in 28 hours, using 250 men, 32 trucks, and four cranes—without missing that day's edition.

This was the challenge facing the *Detroit News* in relocating their production floors from the News' building at 615 Lafayette St. to the newly constructed North Plant in suburban Sterling Heights.

The major portion of the move took place between Saturday evening, August 11, and midnight the following day. The move was scheduled for that time so as not to affect the Sunday paper, which was printed at the downtown plant. Monday's was produced at the new facility.

The mail room, production machine shop, stereotype, and plate and paper handling departments, had been in the process of moving since June. The weekend relocation involved primarily the composing, engraving, dispatch, and stereotype departments. Editorial, advertising, promotion, circulation, and executive offices remain downtown, where they have been since 1917.

Carefully planned

"The relocation of the News is unique," believes Ronald A. Ortiz, engraving superintendent and coordinator of the relocation operation. "The reason is that it is a selective move—only a portion of the plant is moving. And it is a production move—we are moving and putting out a paper at the same time. Plus it is a move of both heavy and delicate equipment over a large distance in a limited time span."

To prepare for the relocation, Ken Coon, Sam Lafata, and Dick Custer of Darin & Armstrong, the moving contractor; and Jim O'Dell, of Technical Service Co. met often for five months, following the preliminary planning sessions in 1971.

Said Ortiz: "We tried to envision every possible problem that might come up, from three different angles. The movers were concerned about how much pieces of

equipment weighed and what type of machinery was needed to move it. I was concerned about the effect on production of moving a piece of equipment, and department heads were asked what they could sacrifice (get along without for a while so we could move as early as possible. And O'Dell, the administrator of the move was the devil's advocate; he would raise questions about why something we were planning couldn't be done."

Every item listed

The result of the planning sessions was a massive list compiling every item in the main building that was to be moved—and at what time. This came after 15 tons of previously undiscovered lead were found in a remote corner of the basement.

Plant layout charts were drawn listing every "to be moved" piece of equipment, and its location in the downtown plant. Similar charts designated where equipment was to be in the North Plant.

In addition, all equipment was tagged with color-coded identification numbers, designating what the piece was and where it was to go in the new plant. On the floors of the new plant, numbers were drawn corresponding to the numbers on the machinery to pinpoint locations exactly.

Observers assigned

The other concern was the moving itself. Ortiz was not worried about moving 70 tons of lead—he was concerned with moving delicate photo-composition equipment weighing 50 pounds. "Some of this equipment," he cautioned, "is so delicate, that one scrape against a wall could be sufficient to cause malfunction." An observer was assigned to accompany each piece of computer-related equipment and "write down everything that happens during the move. 'This way, we'll be able to repair a malfunction, because we'll know what happened to cause it.'"

To get the machinery out, two 12X12 foot openings were made by stone masons, carpenters, and laborers, about 50 feet above street level. In addition to creating openings through which the equipment could be passed, the crew erected steel framework to support the parapet walls over the openings. They also built a temporary partition to protect the interior of the building from weather.

The discs of the computers were transported in air-conditioned station wagons. Other computer parts traveled first-class in special air-ride suspension vans.

Heavy equipment was moved by riggers, millwrights, electricians, pipe fitters, and operating engineers. Some of the heavy pieces did pose a problem—23 linecasting machines—because of their unusual shape. "There is no easy way to pick up a 4,000 pound linecaster," said Ortiz. "There are so many delicate arms on the machine and it has no lifting lugs or places you can attach eye bolts."

To solve the problem movers designed and had made steel-frame rigs, which were attached to each linecaster for its lift, by crane, to the new plant.

Permission was obtained from Detroit police officials to block normal traffic flow on the roads to the new plant.

Tobacco firms lead list of national advertisers

TOP NATIONAL NEWSPAPER ADVERTISERS, 1972

National advertising investments in newspapers surpassed the billion mark for the first time in history—hitting \$1,031,750,000 in 1972.

The estimated total is based on actual measured lineage tabulated for the Newspaper Advertising Bureau by Media Records Inc. in 244 daily and Sunday newspapers in 64 cities. The expenditures, the bureau said, reflects open line rates as well as rates for space placed in ROP color, color comics, roto, and magazine supplements. The totals do not include tire advertising or production costs.

In 1970, the last comparable year due to the breakdown in Media Records' measuring service, the estimated total investment by national firms in newspapers was \$832,969,000. The bureau estimates that 1971 total expenditure was about \$927,000,000.

R. J. Reynolds Industries Inc., the cigarette company, led the list of the 100 top national advertisers in newspapers last year, displacing General Motors, which has been the top runner for many years.

The total investment by the top 100 was \$465,728,400 as compared to \$383,293,628 in 1970.

The January, 1971 ban on broadcast cigarette advertising had an obvious effect on national advertising in newspapers. In 1970, Reynolds ranked 80th. In 1972, five cigarette firms placed among the top 10 advertisers with a total expenditure of \$91,541,200 as compared to \$15,090,234 in 1970. Philip Morris, which ranks 5th last year, did not appear on the 1970 list.

There have been four changes among the top 10 since 1970. Since tire advertising is now not judged to be national advertising, Goodyear, Firestone, and General Tire have dropped from the list.

Free sports tickets ruled out by editor

Boston Globe managing editor Thomas Winship has instructed all staff members to no longer accept "freebies" from teams or organizations.

The notice of policy change was posted in the *Globe's* editorial offices, and follows similar changes at other newspapers including the *New York Times* and the *Washington Post*.

In the posted memo, Winship explained that the new policy would enable the editorial department to avoid "even the appearance of influence." The statement also forbids *Globe* staffers from accepting services or gifts from teams or organizations.

At first, Winship's statement was construed as requiring reporters and critics to buy not only tickets for friends and family but also requiring them to pay for seats they'd need to cover events. A few days after the first statement was issued, this point was clarified. All working tickets will be paid for by the *Globe*.

Rank	Investments	Rank	Investments
1. R.J. Reynolds Industries	\$ 35,240,500	82. Franklin Mint	1,852,200
2. General Motors	32,622,600	83. Ralston Purina	1,815,700
3. Ford Motor	21,499,000	84. Readers Digest	1,756,000
4. American Brands	18,725,500	85. Coca-Cola	1,691,900
5. Philip Morris	16,728,200		
6. Chrysler	16,127,600	86. Liberty Travel Service	1,680,900
7. Seagrams	15,985,500	87. Tampax	1,666,200
8. British-American Tobacco	11,952,500	88. Western Air Lines	1,622,000
9. General Foods	9,132,000	89. Cunard Line	1,621,800
10. Liggett & Myers	8,894,400	90. PepsiCo	1,610,600
11. Trans World Airlines	8,518,800	91. Black & Decker Mfg.	1,610,500
12. RCA Corporation	8,198,500	92. Swift & Co.	1,574,400
13. Kraftco	7,833,000	93. Northwest Air Lines	1,553,000
14. UAL	7,783,200	94. Barton Brands	1,524,600
15. Rapid-American	7,530,700	95. Beatrice Foods	1,506,600
16. Walker-Gooderham & Worts Hiram	7,520,400	96. Pillsbury	1,434,300
17. Delta Airlines	6,411,800	97. Green Giant	1,383,200
18. General Electric	6,085,800	98. Motorola	1,299,300
19. Volkswagens of America	5,655,600	99. Japan Air Lines	1,211,600
20. Toyota Motor	5,648,600	100. BOAC	999,900
21. American Airlines	5,345,800	TOTAL	\$465,728,400
22. Columbia Broadcasting System	5,158,100		
23. Norton Simon	4,807,300		
24. Nissan Motor	4,538,200		
25. Brown-Forman	4,401,900		
26. Greyhound	4,282,600		
27. American Telephone & Telegraph	4,221,700		
28. Pan American World Airways	4,084,100		
29. Eastern Airlines	4,017,700		
30. Campbell Soup	3,876,800		
31. American Motors	3,867,200		
32. Heublein	3,803,100		
33. Union Fidelity	3,704,700		
34. American Home	3,655,100		
35. Westinghouse	3,655,000		
36. Ling-Temco-Vought	3,461,200		
37. Doubleday	3,457,500		
38. Wrigley, Wm. Jr.	3,281,600		
39. International Telephone & Telegraph	3,264,900		
40. National Liberty	3,070,300		
41. AMTRAK	3,014,400		
42. Loews	2,982,700		
43. National Airlines	2,936,900		
44. General Mills	2,935,400		
45. Renfield Importers	2,913,900		
46. Eastman Kodak	2,881,600		
47. American Express	2,873,600		
48. Lever Brothers	2,775,300		
49. National Distillers	2,763,100		
50. MCA	2,726,400		
51. Mazda Motors	2,720,100		
52. Quaker Oats	2,663,600		
53. American Broadcasting Companies	2,631,800		
54. Bristol-Myers	2,621,600		
55. Reynolds Metals	2,494,000		
56. Standard Brands	2,468,600		
57. Time, Inc.	2,465,000		
58. Norris, Jay	2,463,200		
59. Borden	2,400,300		
60. Sitmar Cruises	2,390,700		
61. Mercedes-Benz	2,323,100		
62. Gulf Oil	2,302,400		
63. House of Wesley	2,274,000		
64. Whirlpool	2,267,400		
65. Shell Oil	2,249,600		
66. Mobil Oil	2,244,200		
67. Purex Corporation	2,240,300		
68. Sterling Drug	2,236,400		
69. Holland America Line	2,137,600		
70. Greenland Studios	2,112,400		
71. Colgate Palmolive	2,094,200		
72. Richardson-Merrell	2,070,400		
73. Kimberly Clark	2,046,600		
74. Exxon	2,003,800		
75. Kellogg	1,980,000		
76. Hanes Corp.	1,979,200		
77. Continental Air Lines	1,966,200		
78. Polaroid	1,959,000		
79. CPC International	1,913,500		
80. Procter & Gamble	1,888,600		
81. Zenith Radio	1,853,200		

The above 1972 newspaper national advertising expenditure estimates have been adjusted to make them comparable to the figures reported for 1970. This has been necessary because of the decline in papers measured by Media Records from 389 daily and Sunday in 146 cities in 1970 to 244 daily and Sunday in 83 cities in 1972. Unadjusted reporting based on measured cities would therefore have been misleading.

The decline in the proportion of national lineage which was measured is estimated at 25% from 1970 to 1971, and at 9% from 1971 to 1972, because of the drop in the number of newspapers covered. Therefore the measured expenditures for each advertiser in 1972 were increased to counterbalance this loss. The one exception to this is in the field of airline advertising. Since the papers lost between 1970 and 1971 were generally not major recipients of airline advertising, the adjustments were made only for the 9% loss between 1971 and 1972 when several major markets ceased to be measured.

These adjustments necessarily entail some inaccuracies, since they assume that each advertiser covers the various newspaper markets with more or less the same proportion of his total national dollars as every other advertiser. Nevertheless they help to correct a much larger source of error which would result from using the shifting base of the number of papers measured without any such adjustments.

Prepared by: Research Department, Newspaper Advertising Bureau, Inc., August, 1973.

Montreal Star and FP Publications to merge

The *Montreal Star* and the affiliated Montreal Standard Publishing Co. will merge with FP Publications Ltd., which publishes eight other daily newspapers in Canada. The agreement to merge was announced by Derek A. Price, publisher of the *Star*, and R. F. Malone, president of FP Publications. The FP group includes *Toronto Globe and Mail*, *Ottawa Journal*, and *Winnipeg Free Press*. The company said an undisclosed number of FP shares will be issued to the *Star*.

Young succeeds Moyers as editor-in-chief

James R. Young has been appointed editor-in-chief of the *Anderson* (So. Car.), *Independent* and *Daily Mail*, a Harte-Hanks newspaper. He succeeds to the position held by Bill D. Moyers, former White House press secretary. Young has been with the *Anderson* daily papers for 23 years.

New York Big 6 suffers jurisdiction setback

By Gerald B. Healey

New York Typographical Union No. 6 lost an almost four-year fight for jurisdiction over Triangle Publication's *Daily Racing Form* plant at Hightstown, N. J. at the 115th convention of the International Typographical Union at San Diego, Calif. (August 4-10).

Hightstown, located about 55 miles from New York City, is situated within the geographical boundaries of Trenton, N. J. Union No. 71. Members of New York No. 6, voted in the fall of 1969, to request jurisdiction of the Hightstown operation from the ITU executive council. Bert Powers, president of New York 6, attempted to have Trenton merge with the New York union. This never came about.

In 1971, Triangle started publication at Hightstown and distributed the *Daily Racing Form* from there. In July, 1972, New York 6 established a picket line at Hightstown. A month later Trenton typos accepted an agreement that had been reached with Triangle Publications, the result being that Trenton typos have been crossing New York 6 picket lines for some time under the contract with Triangle which was authorized and signed by ITU president John J. Pilch.

No useful purpose

The ITU committee on appeals viewed the New York appeal for jurisdiction unfavorably, commenting that no useful purpose would be served if the jurisdiction over printing facilities of Triangle were to be transferred to No. 6. The Trenton/Triangle collective bargaining agreement extends through October 31, 1974. The committee said the agreement satisfied the needs of the present Triangle employees and it "strongly believes that this relationship should continue undisturbed."

Contending that jobs of New York local members had been stolen because of the Triangle action, Powers argued on the convention floor that Hightstown is only 52 miles from the heart of Manhattan.

Powers referred to Walter Annenberg, owner of Triangle Publications, and Powers said, "one of the richest publishers in the United States of America and one of the richest individuals in America. His power goes beyond the walls of his printing plant or his publications."

Powers said Annenberg's power, in Powers' view, extends "into our courts and has been demonstrated to us because . . . Annenberg or Triangle . . . was able to get a temporary restraining order against our local union at the plant in New York City that he owns and (order) was extended and lasted for six months."

When picketing went on at the New York plant of the *Morning Telegraph*, Triangle's publication, Powers said the police "ran over us with horses and injured our members severely, something that rarely happens in New York City. I think it emanated from Annenberg."

Powers added that when Annenberg,

through his agent, "set out to take away and steal the jobs of 130 members" he (Annenberg) decided to establish a plant 52 miles away from the plant that he was operating (in New York) and run a parallel edition to the *Morning Telegraph*. Then it would be established the *Morning Telegraph* would be shut down, Powers said, and so far "he has succeeded in doing this."

Where there were 130 printers employed in New York putting out Annenberg's racing paper for the eastern market, "he now puts out the same paper under a different masthead, with 52 people."

Not a single printer has been restrained in the process, Powers claimed, and that has been a considerable savings to Annenberg. He said Annenberg never attempted to have an automated operation in New York, as in Hightstown and was "not even paying the New York wage to what is essentially a New York paper."

Negotiation problem

Powers launched into an explanation of present negotiations with New York publishers. One of the items that is on the table, with which "we are having a difficult time," he said, is with a payroll clause that if an employer establishes a satellite plant outside of New York City for the publication of a New York paper he must continue to "recognize us."

Those employers are saying "no we are not going to agree with that," Powers said. "We ask them, why do you have plans to have someone else do your work? They say well we might in the future. I think they are influenced by what happened at the *Morning Telegraph*." Powers argued that the remedy for such a situation is to uphold his local's appeal. He continued:

"We can require Walter Annenberg to recognize New York Typographical Union No. 6. We can bargain for successor agreements and bring that contract up to the New York standards and eliminate incentives to other employers to look at the dollar an hour differential (between New York and Hightstown) and surge for the thing. We can require that new openings be offered to those whose jobs were stolen. Certainly those members whose jobs were stolen ought to be hired on preference to any other new employees in that (Hightstown) plant."

He pleaded with the convention delegates to "at least offer them that opportunity," adding that by upholding the appeal the convention would be telling every employer in every jurisdiction that the ITU will not allow "avaricious and selfish employers to escape their contract and moral obligations" to working men and women by becoming runaways. Your decision to uphold this appeal will be notice to all that the runaway route is closed."

In the vote to sustain the committee on

Omaha dispute ruled strike, not a lockout

A ruling by the National Labor Relations Board has determined that the three months labor dispute between the *Omaha* (Neb.) *World-Herald* and Local 190, International Typographical Union, is an economic strike by the union and not a lockout by the newspaper.

NLRB Regional Director Thomas C. Hendrix of Kansas City, Kan. disallowed all but one of the union charges of unfair labor practices against the *World-Herald* in a decision announced August 3.

Hendrix said additional proceedings are warranted on the remaining charge, in which the union alleges that the newspaper had failed to pay vacation benefits accrued by printers.

Hendrix also rejected charges that the newspapers, during the strike which began May 4 when the printers walked off their jobs:

Paid bonuses to workers who replaced printers as well as higher wages than had been paid the union printers.

Made offers to union members to return to work at wages and other benefits in excess of those paid printers before May 4.

Refused to bargain collectively.

Hendrix said the evidence "is insufficient to establish that the employer refused to bargain in good faith with the union."

Union officials are considering whether to appeal Hendrix's decision to the general counsel of the NLRB.

Before his strike-lockout judgment, Hendrix had issued a complaint accusing the printers union and several of its members of unfair labor practices.

appeals in its decision to dismiss the New York Local appeal 209 voted to sustain and 119 were opposed. Thus, the committee's unfavorable report was adopted.

Trenton delegates contended that Hightstown is within the geographical boundaries of Trenton No. 71 and that the Trenton local is now living through a second contract, which was described as a "very good contract." Trenton feels that an appeal is a waste of time and Triangle employees have no intentions of becoming members of New York No. 6.

Trenton delegate David Lipset said he could foresee "dire consequences resulting from the New York picket line at Hightstown, culminating in the dismissal of 62 ITU members and the declaration by the publisher of still another open, anti-union shop."

Pilch said he had attempted to get the New York and Trenton unions to merge and he regards that as the only solution. He did not think that sustaining the appeal is a way to resolve the problem. He thought the appeals committee should be upheld and he supported the committee's stand.

A move for a secret ballot on the proposition was quashed and Pilch declared that convention laws do not provide for such a ballot. He stated that a favorable

(Continued on page 35)

“When the press is free and every
man able to read, all is safe.”

--Thomas Jefferson

San Francisco Chronicle

Computer aids reporter in his crime survey

A year's investigation by *New York Times* reporter David Burnham, aided by the *Times*' computer, resulted in a detailed portrait of who kills whom in New York.

Although not as comprehensive as the *Philadelphia Inquirer's* investigation and computer analysis of that city's criminal justice system, which encompassed over 1,000 cases (E&P March 10), the *Times* study allows for drawing broad conclusions about murder in New York.

The study is based on a sampling of arrest reports and complaint forms on 100 murders in 1971. During the year, 1,466 homicides were reported. The paper consulted outside statisticians and systems analysts who assured them the sampling was sufficiently large to make a valid survey. The results were published on August 5.

Copies of the relevant data were obtained from the N.Y. Police Department, with the names excised for reasons of privacy—and information eventually transferred to punch cards and fed into the computer.

The data included race, age, and sex of both victim and killer, time and place of crime, work background of arrested persons, murder weapons, relationship between killer and victim (when possible), and whether the killer was a narcotics addict. In the last case, the determination is made by the arresting officer at the time of arrest and is not considered generally reliable.

Burnham, who is currently preparing another study on all crimes of violence, explained how he did the study. More

than 4,000 police departments across the country collect and publish the race of people who are arrested for violent crimes and forward these statistics to the Federal Bureau of Investigation each year. However, the New York department does not make this information available because it feels that the information would feed the fears of people that crime is a racial characteristic.

"After meeting with then Police Commissioner Murphy, and telling him of my interest in doing a scientific sampling of relationships between perpetrator and victim, he had the department turn over to me Xerox copies of complaint numbers and arrest numbers on 100 murders, or every 15th murder in the city. Unfortunately, the department does not collate this information, so I had to wade through all the documents on my own."

Burnham, with help from a young assistant, prepared a detailed 25-page multiple-choice questionnaire which was then programmed into the computer by the *Times*' computer staff. The information came back in the form of a print-out, breaking down all categories in columns.

"The making up of the questionnaire took most of the time," reported Burnham. "The questions had to be written and presented to the computer in such a way as not to confuse the reader with too much information."

Burnham said that although the National Commission on the Causes and Prevention of Violence collected similar information in a random sampling of 17 American cities, including New York, four years ago, the commission did not break it down city-by-city. Nor did the commission provide ethnic characteristics other than whether the victims and perpetrators were white or black.

"That survey didn't really give each city much to go on," said Burnham. He strongly advocated the use of in-house computers in examining the problems of major cities. "There is a great deal more to be done in this area . . . the computer permits you, as a newsman, to look at complicated data and understand it without having to rely on police, or government for information. This allows you to form completely independent evaluations of the data."

Some of the highlights of the survey were the following:

- Crime rates projected from sampling indicate that 48 of every 100,000 black New Yorkers were homicide victims in 1971; this compares with 28 of every 100,000 Hispanic residents, and six of 100,000 white residents;
- Homicides where both race of victim and killer were known were 48 percent black against black, 21 percent Hispanic against Hispanic, and 13 percent white against white; 18 percent crossed racial lines;
- Both murdered and murderer were overwhelmingly male. 87 percent of those arrested were men;
- 38 percent of killings occurred on the street, 35 percent in apartments, 11 percent in hallways, 10 percent in commercial establishments, and six percent in other places;
- The gun was used in 47 percent of

the sample cases, knives in 35 percent, physical force in nine percent, blunt instruments in four percent;

• And in the 41 cases where relationships between killer and victim could be determined from the records, 25 percent involved a stranger killing a stranger, 26.8 seemed to involve acquaintances, 17 percent persons who were related, 15 percent husbands and wives, and 12.5 percent people living together.

"The most important finding of the survey," noted Burnham, "was the simple fact that blacks in this city are eight times more likely to be murdered than whites, which give some pause to stop and think about where we're heading."

Burnham said he had already obtained documents on violent crimes, including felonious assault, robbery, and rape, for a similar survey to be completed in the near future. One of the problems, he added, was in deployment of the computer, which sees full-time service in the ad billing, circulation, and other departments.

Option to buy

Panax Corporation, publishers of eight daily and thirty-six weekly newspapers in Michigan, Indiana, Illinois, and Florida, has obtained an option to purchase two weekly Fort Lauderdale, Florida, newspapers. The announcement of the agreement was made by John P. McGoff, Panax president, and John Powell, president and publisher of Tribune Publications, Inc., in Fort Lauderdale. The Tribune Publications include a Fort Lauderdale edition (circ. 31,273) and a Pompano Beach edition (circ. 20,389) and the *Hi-Riser* (circ. 22,249), which serves over 400 condominiums and apartment buildings along the Atlantic coast from Port Everglades north to Boca Raton. According to terms of the agreement, Panax may exercise its option at any time on or before January 15, 1974.

British Columbia weekly goes daily

The *Vernon News*, one of the oldest newspapers in the British Columbia's Okanagan Valley, became a daily for the first time July 30, with a 22-page edition.

The *News* has published continuously since May, 1891, first weekly, then twice weekly and now every day except Sunday as an evening newspaper. Its current circulation is about 7,900.

The *News* was acquired by the Thomson newspaper group in 1969 from the family of the late W. S. Harris. Its publisher is R. O. Dunlop and managing editor is Bruce Rowland.

New name for AANR

The board of directors of the American Association of Newspapers Representatives have given their approval to changing the name of the organization to the Newspaper Advertising Sales Association (NASA).

??? CONFUSED ???

If the best way to put the new technology to work for YOU in YOUR PLANT is less than crystal clear, even after New Orleans, the new

AUTOMATED COMPOSITION SEMINAR

presented in non-technical language by the new team of

ED BERG and COLLIER ELLIOTT

is an excellent way to get the straight-from-the-shoulder, unbiased information you really need.

ED digs into his electronics and operational expertise to evaluate, by name and model, the new equipment and systems as to probable reliability, difficulty of service, expandability . . . in Consumers Reports style . . . the real nitty gritty on available gear.

COLLIER draws on 20 years consulting and operating experience to discuss manpower . . . how much is actually needed and how best to deploy it to put the new equipment and systems to work most effectively . . . to the point of operating without a composing room.

Bring your questions to DENVER, AUGUST 30-31 and pick Ed's and Collier's brains at the

AUTOMATED COMPOSITION SEMINAR

Phone or write Collier Elliott, 2550 Eldridge Circle, Golden, Colorado 80401; Area 303/279-4231 for complete details and reservations.

You can have the circulation secrets ^{and management} of America's most successful county weekly

(for less than any one of a hundred mistakes cost us)

We don't have a sermon for you. We don't have formulas. But we can tell you how we make money and get circulation in Lapeer County. And we're betting the \$920.00 price of this ad the same methods will work for you. We hope you'll bet \$69...and if it's a bad bet you can have your money back.

We'll send you copies of everything we use...renewal letters, news stories, ads, special promotions, premiums. We'll tell you how we use it, when we use it, and the results we get. We'll show you how to put on your own subscription contest without the use of outside promoters (our last contest got us 774 new subscribers and twice that many renewals at a new cost of less than \$1 each for the new ones and half that for the renewals).

We'll show you how to raise your price, and how to get gift subscriptions and make regular subscribers of newcomers and newlyweds. We'll show you how to use the telephone to get new subscribers. We'll tell you our experience with shoppers. We'll tell you how to save money on offset supplies (like where to buy paste-up wax for 26 cents a lb.). We'll tell you about our special editions, TV guides, and other circulation and revenue builders.

"Paid for itself in 2 weeks." — Chan Harris, Door Co. Advocate, Wisconsin.

"One of the finest packages for newspaper advertising and circulation I have ever seen." — Allen Verachtert, St. Charles [Ill.] Chronicle.

"Well worth the price. Thanks for all your help." — John Anderson, Citizen-Press, Elmira, N.Y.

"Best \$69 we ever invested. Our classified revenue has tripled." — Jim Fink, Gunnison, Colo.

"Biggest value for \$69 I have ever encountered in any field. Just one or two of your ideas will more than return the cost." — Fredric Greaser, Montclarion Publications, Oakland, Calif.

"A delight to read, well-planned, informative and useful. The deferred subscription income tax gimmick will save us \$12,000 in taxes on 2 of our papers." — Frank Beaumont, Wyandotte, Mich.

Here's our record

- 18,684 ABC circulation in a town of 6,400 and a county of 56,000 (greatest saturation of an entire county by any newspaper in Michigan, daily or weekly). It was achieved against the competition of 3 other weeklies in our county, a radio station in our town, and 7 dailies in adjoining counties.
- Subscription price of \$6 (\$10 out-of-county) and newsstand price of 20 cents.
- 126 newsstands that pay the wholesale price of 16 cents for our papers and sell an average of 9,300 a week.
- Subscription income of \$23,147 in 2 months when we gave advance notice of a price increase. Income of \$6,700 from 1 mailing of 2,200 price increase notices. (And it was all ours! No outside promoters were hired).
- Three competing shoppers driven out of business during the past 25 years.

As a special bonus, we send you 21 pages of tax-saving, business-building and management ideas for community newspapers. There's also a folder explaining our advertising salesmen's bonus program we spent 5 years developing. Another gives you our "Clerk of the Week," promotion that got us 12 fast and easy page ads. We tell you how we get our 2 pages of directory advertising and 12 pages of classified advertising every week.

Our circulation methods were developed over many years. We didn't guess. We tested by means of split mailings, repeated many times. You get the benefit of our research.

Besides all this, we will give you:

- A 1-year (\$10) subscription to The County Press—a newspaper that

averages 63 pages a week, that has won 48 first-place awards in state and national competition. You'll see modern 6-column format, offset printing from our own central printing plant, frequent retail promotions, special sections and scores of ideas for ads and feature stories.

- Reprint privileges of our prize-winning features and columns.
- Consultation service by mail or phone for your individual problems.
- Your money back if you don't agree with 1,126 other buyers this is the best package of circulation and management help for weeklies and small dailies you've ever seen.
- A service completely revised and updated for 1973. You get 20 percent more material and new ideas.

Bob Myers, President

Lapeer County Press, Lapeer, Mich. 48446

Sign us up for your circulation and management service. I am enclosing \$69 under your moneyback guarantee. I understand I may use any of your material, and reprint anything from your newspaper, except syndicated material. I agree that the material sent me will not be given or re-sold to others.

Name

Newspaper

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The Lapeer County Press

America's Largest Rural Weekly • Lapeer, Michigan • Ph 313-664-2961

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Serving in many ways. In electronics.

Right now Lockheed is working to make international communications more flexible. More responsive to the needs of people all over the world.

We've joined with companies in Europe, Canada and Japan to develop an international satellite in orbit that will have far more capacity than existing communications satellites. In the beginning, it will

handle international telephone, business data and television traffic.

As the communications needs of countries change, its many antennas can be easily pointed to virtually any place on earth. So it'll be able to meet the developing needs of nations everywhere. And it will work in orbit for at least ten years.

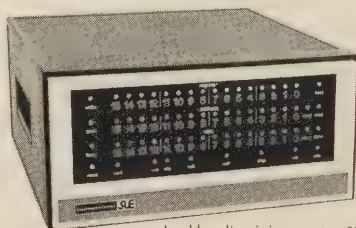
Meanwhile, our minicomputers, MAC and SUE are hard at work right here on earth.

Their labors include monitoring pipelines, helping reduce aircraft engine noise and acting as 24-hour "tellers" for banks.

scheduled to operate in orbit around Mars for 90 days. Instead, Mariner and our recorder stayed in operation for almost a year. And in case you're not going to Mars, Lockheed makes a rugged little industrial recorder that fits under an airplane seat. It's so good the Japanese are buying it.

Lockheed is also making microcircuits, memories, printed circuits and many, many other electronic components and systems. In fact, more than 13,000 Lockheed people are working full time on electronic and electrical activities. To develop the products and systems people need.

For more information about Lockheed, send for our annual report. Just write Corporate Publications, Lockheed, Burbank, California 91503.



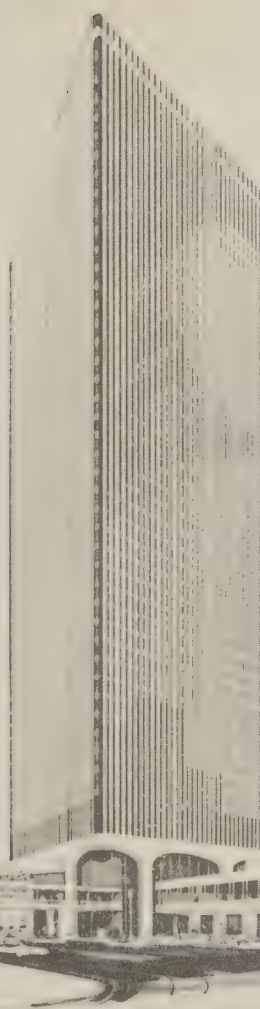
Lockheed's minicomputer, SUE

They're low in cost and yet powerful and efficient enough to run a large business system. Or an air traffic control system.

And speaking of efficiency, one of our spacecraft recorders was on Mariner 9 which was



Mariner flight recorder.



*a new 50 story bank
building for TERRIFIC*

TULSA!

MORE PROOF...



EUGENE SWEARINGEN
Chairman of the Board
National Bank of Tulsa

... that Tulsa is one of the Hottest markets in America! The New National Bank of Tulsa Building will be part of a giant 9 block Williams Center in the heart of downtown Tulsa. The architect for this master plan is Minoru Yamasaki, designer of the World Trade Center in New York City. Eugene Swearingen, Chairman of the Board of the Bank says, "Our plans for the expansion of the National Bank of Tulsa re-affirm our belief that Tulsa's future is fantastic. All the factors for growth in oil, aviation and manufacturing, plus Tulsa's new Port,

plus our location in the center of America, entered into our decision for this increased investment in Tulsa's future".

Hitch your marketing wagon to this soaring city . . . in its dominant media . . .



THE OIL CAPITAL NEWSPAPERS

Two Independent and separately owned Newspapers

Representatives — BRANHAM-MOLONEY

TULSA DAILY WORLD

The Tulsa Tribune

AN OCEAN PORT

NAVIGATION AND EXPRESS
BOON TO TULSA INDUSTRY

Magic Empire Breaks All Records



Shopper has the look of a newspaper

The *Berkshire Sampler* has been published in Pittsfield, Mass., every Sunday but one for the past seven years, and may yet become a Sunday newspaper.

It was founded in 1966 by the Eagle Publishing Co., publisher of the daily *Berkshire Eagle*, to head off competition from a penny saver just getting under way in Pittsfield.

"You have to meet that kind of competition head on," comments Paul J. Major, general manager of Eagle Publishing. "Once a penny saver gets a toe hold in your market, it's very difficult to dislodge."

Offset printing has made pennysavers easy to produce with little capital investment, Major points out, and since the throwaways have a minimum, if any, news and editorial expenses, their advertising rates are very low.

When Eagle Publishing acquired the *Bennington Banner* and *Brattleboro Reformer*, both in Vermont, in the 1960's there were already pennysavers in both markets. Both are still in business.

The Eagle's *Sampler* in Pittsfield, however, did the job for which it was established. The fledgling *Pittsfield Advertiser* went out of business after about 18 months of weekly publication.

One of the two partners in the *Advertiser*, Richard S. Jackson, owner of Pittsfield radio station WBEC, admits the *Sampler* was the main reason his publication sank. He also confirms reports that he lost about \$25,000 when it went down.

The other partner was George Hadwen, publisher of the *Bennington pennysaver*.

The *Sampler* continued as a tabloid for the first five years of its existence. It was produced as a sideline by the Eagle's advertising department. Only editorial matter consisted of leftover wire copy from the Eagle's newsroom upstairs, a section devoted to unsigned letters-to-the-editor, and such features as an inquiring photographer and a money-winning, "Can you identify this?" photo.

The tabloid was delivered by paid carrier boys free to 45,000 homes in Berkshire County, which is the extreme western end of Massachusetts, bounded by Vermont, New York and Connecticut.

Then February 7, 1971, the *Sampler* shipped the only Sunday in its history while preparations were made for change-over to broadsheet publication the following Sunday, St. Valentine's Day.

"The full-size pages made it easier to pick up ads from the daily *Eagle*," Major explains. "Also, we wanted room for growth and we wanted the *Sampler* to look like a Sunday paper."

Three other major changes accompanied the changeover. Eagle Publishing switched its weekly tabloid of area television schedules from the Saturday *Eagle* to the Sunday *Sampler*, and started charging for it—10 cents a copy. And a separate staff was set up to produce editorial copy for the Sunday publication.

The staff has ranged from three to six persons. It currently stands at four, headed by Arthur Myers, former *Eagle* reporter and veteran free-lance writer.

Heavy on features

The staff fills about 110 columns per week, mostly features with a heavy dose of locally written columns. Subjects range from sports to consumer advice to politics to morals and to topics of local controversy. One column, written by a prominent local industrialist and political personality, dealt with what was wrong with the *Berkshire Eagle*.

The top of the *Sampler's* Page 1 is usually a feature printed in color in 12 point type. Photos are used generously.

Circulation hovers between 19,000 and 21,000, about half of it home-delivered. The *Eagle's* circulation hovers between 31,000 and 32,000, about 85 per cent home-delivered.

The *Sampler's* circulation permeates all of Berkshire County and spills over into New York State to the west and the hill-towns of Hampshire and Hampden Counties to the east.

The *Eagle's* circulation also includes a portion of Connecticut but is lighter in Northern Berkshire where another daily, the *North Adams Transcript*, publishes weekdays.

Myers sees the *Sampler* as a magazine with a newspaper format. There can be precious little news in it, he points out,

since his deadline is Wednesday.

The paper is a pasteup, which provided experimentation that helped when the *Eagle* was switched this past spring from hot to cold type. Eventually, both publications will go offset. *Eagle Publishing's* other papers, which are the *Torrington* (Conn.) *Register* as well as the two Vermont papers, are already offset.

Financially, according to Major, the *Sampler* has always managed to pay its own expenses, although The *Eagle* carries the overhead.

"If and when we feel the county can support a Sunday newspaper, we've already got the framework," he comments. "Add comics and news and the *Berkshire Sampler* will be a Sunday paper."

That's a long way from the pennysaver founded seven years ago.

Papers deliver banks' ad story

Eighteen per cent of the total bank marketing advertising budget goes to newspapers, according to a survey prepared by the Bank Marketing Association and the American Bankers Association.

This 18% is part of a total 55% of the marketing allocated to advertising. The survey also revealed that fully 97% of bank advertisers rely upon newspapers.

The nearest rival for the ad dollar is television, which gets 12% of the total ad budget; 11% is spent for radio by bank advertisers, while 6% goes to outdoor, 4% to direct mail, and 4% to consumer and business magazines.

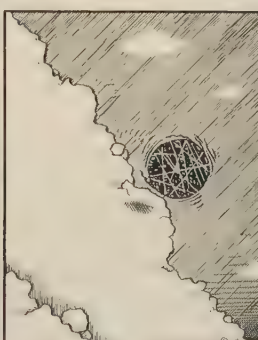
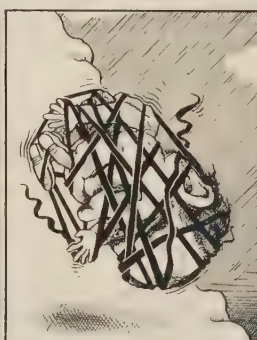
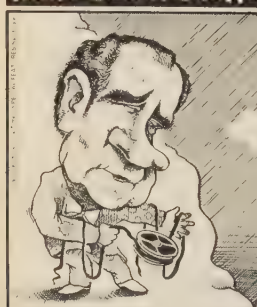
The survey was conducted among 13,773 commercial banks, with 1,195 replying. The banks reported that they used newspapers most widely for advertising.

Newspapers were followed by radio, used by 88% of the banks; television, used by 44%, outdoor, with 64% usage, and 32% of the respondents reporting they used consumer or business magazines.

Total bank marketing expenditures for the 1972 year were \$497,005,522. The surveys indicated they expect a 7.2% increase during 1973. The remaining 45% of the marketing budget was reportedly used for public relations.

The New York Times Special Features presents this advertisement as a public service.

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Do your public a service, too. Give your readers *Mr. Politician* every week. For the fun of it. And the truth in it.

Ask Special Features Manager John Osenenko for a quick quote. Call him collect at (212) 556-1721. Or write him at 229 West 43d St., New York, N.Y. 10036.

by Ranan Lurie

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Shaffstall's MTS gives you enough output
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Paper takes extended stand on obscenity use

The *Minneapolis Tribune* has taken an extended stand on use of profane and obscene words or language in the newspaper.

Wallace Allen in a memo to the editorial staff of the Tribune, said the question has come up frequently as to the newspaper's policy and he explained that the stand has not changed, but he was putting out an expanded version.

The Tribune does not use profanities or obscenities in print unless they are in

direct quotations, the memo said. Even here, however, there are definite limitations on use of such language.

Exceptions noted

Determining factors are the person who is quoted, circumstances under which the quotation is used, and the importance of the quotation to the situation. If use of an obscene or vulgar word is necessary to accurately convey the meaning and impact of a significant comment on a significant subject, "we print it," Allen said.

The person quoted usually must be a public official or one who is well known in public life. The quotation usually will occur in a spot news story in which the official or person is speaking in public.

In some cases, use of exact words is necessary in an interview or feature when the purpose is to reflect a person's philos-

ophy or personality. Here again, the test is whether use of such words is essential to that purpose.

"Bear in mind that obscene or profane words or language often turn off the reader," Allen said. "If he is angry, he will miss the point of the story, or not read it further. He may consider the words in bad taste or offensive. He is sensitive to the fact that the newspaper is read by all sorts of people of all ages.

"Our purpose is to inform the reader, not to titillate or anger him. Use of profanities or obscenities must therefore be rare—the result of careful thought which can explain and justify use of the language to the reader."

Antitrust suit filed by weekly against daily

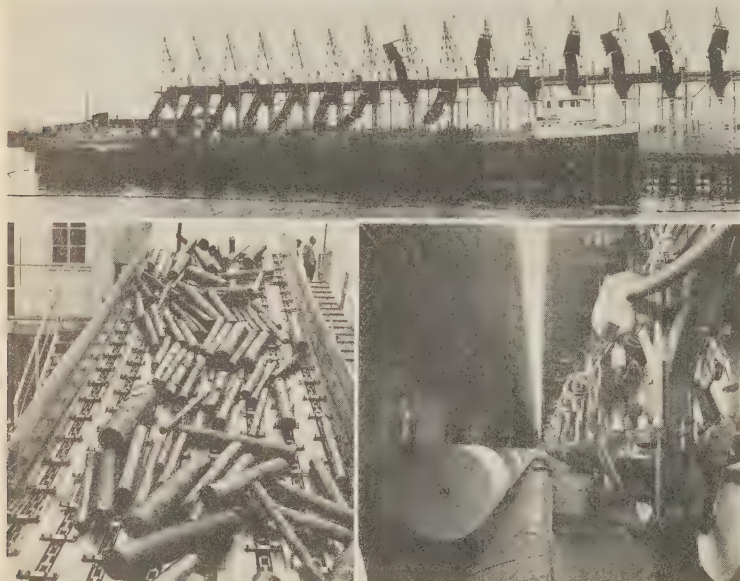
The *Christiansburg* (Va.) *News-Messenger*, a bi-weekly, filed a \$300,000 antitrust suit August 1 against *Times-World Corp.*, publisher of the *Roanoke Times* and *World-News*.

The suit in U.S. District Court seeks monetary damages and a permanent injunction restraining *Times-World Corp.* from continuing to publish the Montgomery County edition of the *Times*, which the suit claims is intended to eliminate competition.

The suit charges *Times-World Corp.* with unfair competition and with "monopolizing" the Montgomery County newspaper industry by publishing the Montgomery edition of the *Times* on Tuesdays and Thursdays as a special insert. The *News-Messenger* publishes Tuesdays and Thursdays. The paper, published by Wayne Brockenbrough, has an ABC audited circulation on 4,432 on Tuesday and 5,872 on Thursday. The *Times-World's* circulation in Montgomery County is 10,319 on Monday and 11,465 on Sunday, according to the paper's June 30, 1972 ABC audit.

The bi-weekly's suit alleges that *Times-World Corp.* seeks to perpetuate the monopoly by engaging in price discrimination in violation of the Clayton Antitrust Act as amended by the Robinson Patman Act. Advertising rates in the *Times' Montgomery* edition have been established for the regular *Roanoke Times*, the suit alleges. In addition, the suit claims that due to the established circulation of the *Times*, advertisers have been induced to boycott the *Montgomery Publishing Corp.* and use only the *Times' Montgomery* edition.

Lee Kitchen, president of *Times-World Corp.*, said, "We consider the suit filed by *Montgomery Publishing Corp.* to be totally without merit. Our publication of a *Montgomery County* edition is similar to the practices of other daily newspapers throughout the country. We intend to continue this sound and competitive business practice. Our attorneys will answer the suit at the proper time, and we are confident the outcome will sustain our position."



From pulp sticks in the river... to paper rolls at the presses

Webb conveyor systems do big jobs.

Big jobs like a nine mile-long system from Quebec's Manicougan River to a debarking site inland, and on to a massive 15-chute ship loader jutting out over the St. Lawrence River. A precision engineered flow of pulp sticks over drag-line conveyors, belt conveyors and water flumes.

Keeping spiders full in New York, San Francisco, Detroit... Philadelphia, Montreal, Toronto... the list goes on. Our innovative newsprint handling systems are in operation at major newspapers across North America.

Call it systems experience. Combined with an unequalled product line. For starters, three types of slat conveyors, two types of Towveyors® and a whole new generation of hydraulic kickers... gently unloading paper rolls at the presses. Plus in-house computer control capability.

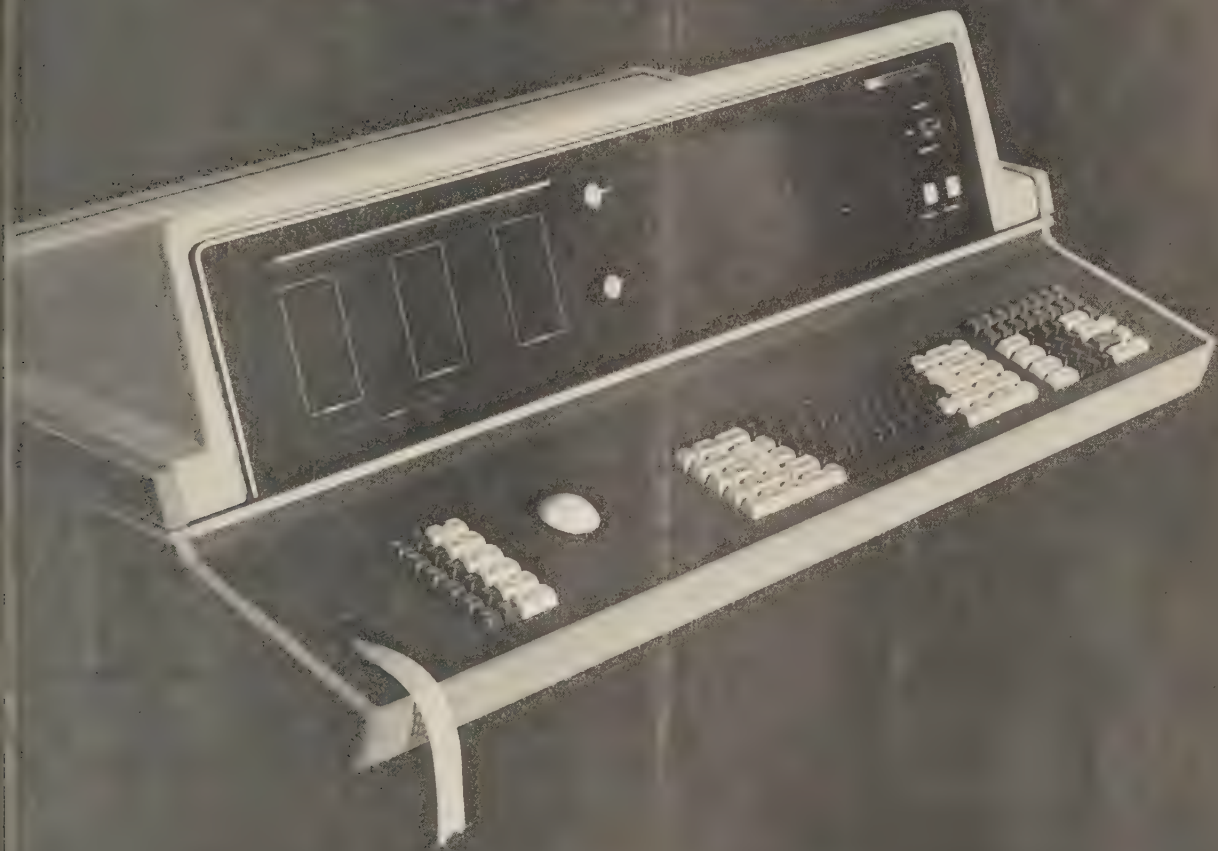
We want to hear about your pulp stick/newsprint handling problems. Write:

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9000 Alpine Avenue, Detroit,
Michigan 48204. Or call
(313) 933-8000.

Jervis B. Webb Company



Worth waiting for!



It took us a little longer to get our UltraSeries markup and editing terminals into production. But we wanted ours to do more, and that always takes more time. We think you'll agree, they were worth waiting for.

We offer four basic terminals in the UltraSeries. All are designed to save you time and money by letting you eliminate mistakes and make all your corrections before the copy ever gets to a phototypesetter.

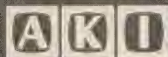
All terminals double as basic input keyboards and we offer counting and non-counting models plus programmable format and text storage.

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1. Input and output via paper or magnetic tape.
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7. Command keys and indicators tailored to your typesetting equipment.
8. Programmable memory files for storing often used formats and text (not included on UltraText models).

Let AKI show you exactly what the UltraText, UltraComp, UltraEdit or UltraCount can do for you.

For full details call us collect in the West at (206) 747-6960, in the East at (404) 432-0651. Or write us, **Automix Keyboards, Inc.**, 13256 Northrup Way, Bellevue, Washington 98005.





Johnson



Cooper

KEN JOHNSON, assistant general manager of the *Washington Post*, has also been named director of operations; DON GILMORE, production director, was named operations planning manager; JIM COOPER, production manager, succeeds Gilmore as production director.

FREDERICK R. MCCONNAUGHEY, assistant editor and vicepresident of the *Kettering* (Ohio) *Oakwood Times* and the *Centerville* (Ohio) *Bellbrook Times*, was named editor of the publications, succeeding DON WRIGHT, who has succeeded PAUL WILLIAMS as managing editor of *Sun Newspapers*, Omaha, Nebraska; JAMES STONE, a Times writer, succeeds McConnaughey as assistant editor.

The following staff changes were recently announced at the *Nashville* (Tenn.) *Banner*:

CAROL TONER, a 1973 graduate of the Medill School of Journalism, Northwestern University, has joined the *Banner* staff and will assist columnist IDA COONEY on the "Help Desk" feature;

BOB BURNETTE, assistant city editor, was named outdoors editor, succeeding BOB WITT, resigned;

BILL NORTON, who covered the City Hall beat, succeeds Burnette as assistant city editor;

PAULA ALEXANDER, reporter, was assigned to the women's department as a society writer.

Buying Boston?

Be sure to include
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The other major
market in the
Nation's 5th largest A.D.I.

Boston and Worcester
are separate
newspaper markets.

Always add the
Worcester Telegram
and The Evening Gazette.

Most advertisers do.



WORCESTER TELEGRAM & GAZETTE

Daily Over 150,000; Sunday Over 105,000

Represented by CWO&O

news people

WILLIAM H. DEAN JR., managing editor of the *West Chester* (Pa.) *Daily Local News*—named editor, succeeding HENRY L. BRINTON—retired.

* * *

WILLIAM M. DOWD, previously managing editor of the *Hanover* (Pa.) *Evening Sun*—to the editorial staff of the *Baltimore News American*.

* * *

ROBERT L. MARCHIO, photographer and reporter for the *Hanover* (Pa.) *Evening Sun*—promoted to news editor. DONALD M. LEGORE—named chief photographer.

* * *

DAMIAN MELANSON, classified advertising manager of the *Sacramento* (Calif.) *Union*, has joined the *Tampa* (Fla.) *Tribune* and the *Tampa Times* as assistant classified advertising manager.

* * *

JIM AYCOCK, former editor and publisher of the *Black Mountain* (N.C.) *News*, named retail advertising sales representative for the *Asheville* (N.C.) *Citizen-Times*.

* * *

EDWIN C. FREDERICKSON, formerly with the *Newark Evening News*, was named manager of the computer systems department of the *Detroit News*.

* * *

W. CALVIN GADDY, advertising manager of the *Wadesboro* (N.C.) *Anson Record*—promoted to general manager.

* * *

JACK HOUSTON, who covered urban affairs for the *Chicago Tribune*, and who worked for Action Express and reported on higher education developments—was appointed careers editor of the *Tribune*, succeeding STEPHEN CREWS, presently associated with the public relations firm of Roberts & Rutenberg, Inc.

* * *

DEWAYNE STALVIG, display advertising salesman for the *Lewiston* (Ida.) *Morning Tribune*, was appointed classified advertising manager; PAULETTA HAMILTON, a sales representative for retail display advertising, was named assistant retail advertising manager; DONALD H. SNOOK, a display advertising salesman, was promoted to advertising zone manager; CHERYL ROACH, a classified advertising sales representative, was named assistant classified manager.

Insure with Employers against Publishers Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation... up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U.S. offices which is nearest you. Write **Employers Reinsurance Corp.**, 21 West 10th, Kansas City, Missouri 64105. Other U.S. offices: New York, San Francisco, Chicago, Atlanta, Houston.

FRED OWEN, advertising promotion manager of the *Christian Science Monitor*, Boston, was appointed promotion manager.

* * *

DONALD BAUDER, manager of Business Week's Cleveland news bureau—named financial editor of the *San Diego* (Calif.) *Union*.

* * *

DUKE KAMINSKI, retired chief of the Harrisburg, Pa., Bureau of the *Philadelphia Bulletin*—named research director for the office of Pa. Lt. Gov. Ernest P. Kline.

* * *

RALPH I. SQUIRE, instructor in printing management and director of special projects at the Graphic Arts Research Center of the Rochester Institute of Technology, has joined the staff of the Frank E. Gannett Newspaper Foundation, Inc., Rochester, N.Y., as special projects director.

* * *

HUGH JONES, named sports editor and reporter of the *Clinton* (Okla.) *News*.



Reid



Graham

DON REID JR., publisher and columnist, has retired from the *Huntsville* (Texas) *Item*, a tri-weekly owned by Harte-Hanks Newspapers. Succeeding Reid, who will continue to write his column, is J. TOM GRAHAM, 31, previously assistant to the publisher of the paper and former assistant managing editor of the *Abilene Reporter-News*.

* * *

RAYMOND JONES—promoted to city editor of the *Carlisle* (Pa.) *Evening Sentinel*.

* * *

Four circulation executive promotions were announced in the San Diego suburban newspaper operations of Harte-Hanks Newspapers, Inc.:

AL KORTE, circulation coordinator of the San Diego suburban publications, was also named circulation director of the *Sentinel*;

FRED SADILER, assistant circulation manager of the *Sentinel*, was promoted to circulation manager;

KEN JOSEPH, district manager of the *Sentinel*, was promoted to circulation manager of the *La Jolla Light*, and the *Del Mar Journal*.

HENRY TEAGUE, district manager of the *Sentinel*, was promoted to circulation promotion manager of the *Star/News* publications.

in the news

J. WILLIAM MAXWELL, night layout and copy editor for the daily "Portfolio" section of the *Washington Star-News*, is official judge for the Maryland State Fair's dairy goat show.

* * *

HARRY G. SHERBLOM, retired Army colonel—promoted to division circulation manager at the *San Antonio News*.

* * *

JOSEPH L. KNAPP, advertising manager, *Vicksburg (Miss.) Evening Post*—named to a 4-year term on the Warren County Bridge Commission.

* * *

MOODY C. HAMRICK, former city editor of the *Florence (S.C.) Morning News*, was named managing editor of the *Asheboro (N.C.) Courier-Tribune*.

* * *

DON DRUMM, night editor of the *Plainfield (N.J.) Courier-News*—appointed assistant sports editor at the Westchester Rockland Newspapers' Harrison, N.Y. headquarters.

* * *

GARY D. MILLIMAN, administrative assistant and public information officer for the city of Bell Gardens, Calif., and part-time staff writer for the *Huntington Park (Calif.) Daily Signal*, was appointed to the Maywood, Calif. city council.

* * *

ERNEST HEARION, staff photographer for the *Hartford (Conn.) Times*, was appointed to the newly-created position of chief of photography at the *Vernon (Conn.) Journal-Inquirer*; JOSEPH SATERNIS, the *Journal-Inquirer's* chief photographer, has joined the staff of the *Vernon (Conn.) Tri-Town Reporter*.

* * *

Carroll Lisby is promoted to editor

Carroll E. Lisby, managing editor of the *Columbus (Ga.) Ledger* and the *Sunday Ledger-Enquirer* for the past five years, has been promoted to editor.

The announcement was made by Carlton M. Johnson, executive editor of the *Ledger-Enquirer* newspapers.

"This is another positive move in a program begun several months ago to strengthen the management structure of these newspapers," publisher Maynard R. Ashworth commented.

Ashworth added: "For some time now Carlton Johnson has served in the dual capacity as editor of the *Ledger* and executive editor of the *Ledger-Enquirer* newspapers, and has carried this extra burden with distinction.

"This change is designed to strengthen his role as the chief news executive in this organization, allowing him to give greater attention to all the news and editorial divisions of these newspapers."

Lisby, 42, is a veteran of 22 years' experience on newspapers in Georgia and Alabama, including 19 years on the *Ledger-Enquirer* newspapers.

CHARLES W. BELL, *New York* correspondent for UPI who was overnight cables editor—was named news editor for Michigan, succeeding RICHARD A. HUGHES, who is on a fellowship leave of absence at the University of Michigan.

* * *

GEORGE SACKS, director of research services for Parade Publications, Inc., New York—elected vicepresident-director of research services; THOMAS HUGHES, formerly mid-western sales manager—elected vicepresident-mid-western sales manager, with headquarters remaining in Chicago; STANLEY BLANK—elected vicepresident-production manager, and MICHAEL MAIOCCO—elected vicepresident-Philadelphia plant manager.

* * *

W. J. PFLEPSEN, picture editor of the *Detroit News*, was named picture supervisor at the News' new north plant; JAMES GATTI, who worked as a copy editor on the telegraph and cable desks at the News, succeeds Pflepsen as picture editor; KARL A. PAYNE, who works on the picture desk, and SANDY SILFVEN, staff member of the News, were named assistants to Gatti.

* * *

JAMES B. LUCAS has joined the *Stuttgart (Ark.) Daily Leader* as sports and wire editor and general assignment reporter, succeeding LARRY BINZ, who was named city editor of the *Pine Bluff (Ark.) Commercial*.

* * *

Newsroom staff changes made by Phila. Inquirer

The following staff appointments were reported by the *Philadelphia Inquirer*:

DOROTHY JUNEY, assistant managing editor of the *Detroit Free Press*, was appointed an assistant managing editor of the *Philadelphia Inquirer* and editor of the living and home sections, succeeding CARROLL STONER, who was transferred to the city room as an assistant on the trends desk;

FRANK LEEMING, city editor at the *Inquirer*, appointed assistant to the executive editor;

JOHN CARROLL, night city editor, succeeds Leeming as city editor;

MIKE SHOUP, day city editor, moves to the trends desk as deputy to the trends editor;

MAXWELL KING, city desk projects editor, succeeds Shoup as city editor;

DAVID BOLDT, formerly on the Action Line column, succeeds King as city desk projects editor;

JOHN HOLLAND moves to Action Line as a reporter;

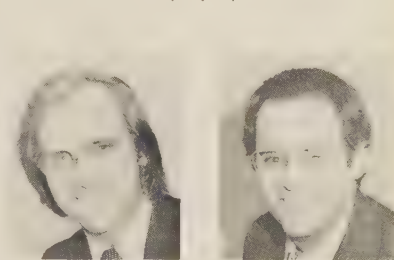
JON KATZ, who covers the city hall beat, now covers politics;

DAN LYNCH, who covers politics, has returned to the city staff;

LYNNE FRANCEK, formerly with the Action Line column was transferred to the city room; and JAN SCHAFER became the first woman reporter at the *Inquirer* to be assigned to the city hall staff.

DONALD W. KURTZ, formerly senior account executive for Doyle Dane Bernbach on the Volkswagen, Porsche and Audi Eastern accounts and before that director of advertising for *Pictorial Living Magazine* at the *New York Journal American*—has joined the sales staff of the Newspaper Advertising Bureau Inc., N.Y.

* * *



Hoge

Porto

WARREN HOGE, city editor of the *New York Post*, was appointed metropolitan editor; ANDREW PORTE, an assistant city editor, succeeds Hoge as city editor.

* * *

WILLIAM STEGALL—promoted to assistant circulation director of the *Philadelphia Inquirer* and *Philadelphia Daily News*. He has been assistant to the general manager since joining the newspapers in May, 1972 from the *Miami Herald*.

* * *

MITCH WOODBURY, retired entertainment critic for the *Toledo (O.) Blade*, has decided to extend his career by writing a personalized column for the *Boca Raton (Fla.)* and *Deerfield Beach (Fla.) Banner News*.

* * *

WILLIAM H. EAMES, former staff member of the Morristown (N.J.) *Morris County's Daily Record* and the Parsippany (N.J.) *Parsippany's Daily Record*—named news director of WPRJ (AM) radio, Parsippany.

* * *

JOSEPHINE WHERRY, who has held free lance positions in the public relations field in N.J., was named coordinator of public relations for the *Hackensack (N.J.) Record*.

* * *

EARL MOSELEY, former editor of the *Fort Stockton (Tex.) Pioneer*, has joined the staff of Suburban Publishers, Duncanville, Tex., which publishes newspapers in Duncanville, Cedar Hill and Midlothian.

* * *

PETER P. BIELAK, former staff member of the *Middletown (Conn.) Press*—appointed head of the U.S. Information Service Office in Guayaquil, Ecuador.

John A. Park, Jr.

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HEARST NEWSPAPERS



J. William Theis

J. William Theis, chief of the Washington bureau of the Hearst newspapers, unblushingly boasts that "I've got the best small bureau in Town." Some chiefs of other small bureaus might challenge his assertion but they would have a hard time proving that they produced a more distinctive news report with as few or fewer reporters.

The staff of the Hearst bureau is comprised of six reporters and a columnist. The reporters are Theis himself, David L. Barnett, Patrick Sloyan, Harry J. Kelly, John P. Wallach, and Grace Bassett. The columnist is Marianne Means, whose columns are syndicated by King Features Service, but who pinch hits as reporter when occasion requires another hand.

This staff avoids duplicating spot news carried by the wire services. It specializes in giving the ten Hearst papers exclusive, interpretative, analytical, in-depth type stories of national, rather than regional interest. The fact that no member of the staff made the White House list of "enemies" is regretted by some of them but is accepted by others as evidence that the Hearst men, while not adulatory, do not go in for hatchet jobs on public officials.

The bureau staff does not stick close to its Washington typewriters but roams about this country or abroad wherever a possibility for a good story or an interesting feature develops. The reporters do not wait for ideas or assignments from Theis, who is the boss, but rides easy in the saddle. Staffers come up with their own ideas and then pursue stories or series of

articles related to the fields in which they specialize.

Pat Sloyan, for instance, who specializes in defense-related news, recently spent three days on a nuclear submarine and supplied the Hearst papers with an informative and unusual series. During the last political campaign, Harry Kelly went to Wisconsin and did a story on use of Republican money to induce Republicans to cross over and vote in the Democratic presidential primary in an effort to defeat George C. Wallace.

Theis covers the White House and travels with the President, whether to San Clemente or Peking, and keeps an ear to the ground for rumblings in national politics. He was chief of the Congressional staff of the old International News Service before its merger with United Press, and continued to head UPI's staff on Capitol Hill until he joined the Hearst bureau five years ago.

Dave Barnett is the Washington news editor, but he specializes in the economic field and supplies timely articles on economic subjects.

Wallach, the youngest member of the staff, is also one of the most widely traveled and the ablest linguist. He speaks several languages, which enables him to talk with heads of government and other news sources in their own tongues, whether they speak Spanish, French, German or maybe Hindu. He recently toured South America and had an interview with Allende, the Chilean head of state. When not roaming one or the other of the two

hemispheres, Wallach covers the State Department.

Grace Bassett is the bureau's urban affairs expert, which takes her to the various Governors Conferences where the stories often become politically oriented. So she may be writing about the smog problem, transportation policies or the political ambitions or prospects of various governors.

Since politics is a great national game, it is logical that every member of a staff like that of the Hearst bureau should have a hand in political coverage. In campaign years, the staff will do several surveys and keep abreast of the progress of the leading candidates.

Theis emphasizes that his bureau is national, not regional, so no member of the staff covers specifically for any single paper. Reporters or editors of the papers frequently come to Washington, however, and spend some time in the bureau working on stories of interest to their area.

State Dept. newsmen charge lack of info

The State Department Correspondents Association has sent a resolution to Secretary of State William Rogers protesting the "deterioration in the flow of information."

The resolution, passed unanimously by the regular State correspondents, said in part that newsmen are "concerned about the infrequent meetings with the Secretary of State and other senior officials" and noted that Rogers "has not held a news conference in Washington since February 15."

The protest was first given to Charles Bray III, deputy assistant secretary and special assistant to the secretary for press relations. Bray said he was "distressed personally and officially" by the newsmen's charge that the department has "failed to meet its responsibility adequately to inform the public." He refused to transmit the complaint to Rogers, so the association sent the resolution directly to the Secretary. Bray had insisted on meeting first with the newsmen to hear an "explanation" of the charge.

9 million ad lines

Family Weekly's tie-in ad program helped to sell 9,226,995 lines of ROP advertising during the first six months of 1973, the magazine reported. The program awards points to newspaper ad staffers for ROP lineage tied in with brand name ads that appear in *Family Weekly*. In the last three years, the magazine has distributed \$119,981 in prize points.

Publishers switch

Patrick E. Bolger, president and publisher of the *San Francisco Progress*, was named president and publisher of the *Marshall (Tex.) News Messenger*, succeeding M. Marvin Johnson, who was named president and publisher of the *Progress*.

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electronic publishing system
that provides
OCR and VDT capabilities
that . . .**

- ☐ eliminates re-keyboarding of news, ad and classified copy by capturing data at original input.
- ☐ allows on-line OCR to a storage and retrieval system.
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Court documents N.Y. News' suburban delivery problems

The *New York Daily News*, which has been on a campaign to increase circulation in suburban areas, will appeal a June 30 ruling by a federal judge that its suburban franchised home delivery system violates anti-trust laws and seeks to monopolize home delivery markets.

Judge Arnold Bauman ruled in favor of an action brought against the newspaper by 30 independent home delivery dealers represented by the Metropolitan Route Dealers Association and said the News is engaging in trade restraint and illegal price fixing through its franchised home delivery agreements. (E&P July 7).

Carrier boys utilized

"At issue is the effort of the News to change its home delivery system from one employing independent route dealers to one utilizing carrier boys operating in conjunction with 'franchised dealers,'" the judge stated.

An antitrust and trade regulation report by the Bureau of National Affairs Inc., a private corporate information agency, observes of Judge Bauman's decision: "That freedom of the press does not apply to distributing systems is made abundantly clear by the U.S. District Court for Southern New York's ruling that the publisher of the *Daily News* and the *Sunday News* committed myriad violations of the antitrust laws when it established a franchise system and eliminated all independent route dealers."

Prior to 1965, the News' home delivery system on suburban Long Island was exclusively by independent route dealers dealing in a number of newspapers, magazines and special interest publications. These dealers purchase the publications from wholesalers and resell them to home delivery subscribers in defined territories. The News became dissatisfied with its suburban growth and hired Jack Underwood to develop a new home delivery distribution system in Long Island using carrier boys who would buy their papers from franchised dealers.

Court papers state: "In the early 1960s the News circulation in New York City began to decline largely because of the fall off in sales of its evening edition which eventuated from the increasing popularity of television and the decreasing number of retail outlets remaining open in the evening. At the same time, the suburban explosion was creating a burgeoning market for newspaper sales which coincided with a similar shift of commercial enterprises from the city to the suburbs and their evolution as prime advertising markets. . . . However under the route dealer system the News' campaign was something less than successful. While the population of Nassau and Suffolk counties rose by approximately 350,000 between 1960 and 1966 the News' home delivered circulation in that area increased by only 2,383 copies. At the same time *Newsday's* home delivered circulation increased dramatically as did that of the *Long Island Press*."

Under the pilot franchise dealer system instituted by Underwood, who is now News circulation director, dealers agreed to become "independent contractors" handling only the News and agreed not to charge any carrier boy more than the price established by the News.

Judge Bauman said 16 of the independent route dealers in Long Island were "cut off" from their supplies of the News when they refused to agree to the "restrictive terms" of the News' new system for home delivery in Long Island.

An arrest is made

A war between the old dealers and the new dealers ensued. Judge Bauman's 60-page court decision notes:

"The eliminated route dealers attempted to buy copies of the paper from local newsdealers, but, with rare excep-

tion, found no one in Nassau or Suffolk willing to co-operate with them. As a result, they were forced to travel great distances and pay close to cover price to obtain its early editions. However, when franchise dealers complained that they were still facing competition from the cut off route dealers defendants Robert O. Sullivan and Anthony Catanzaro (circulation department executives of the News) directed them to ascertain the sources of the route dealers' supplies and promised that they would be eliminated.

"This precipitated a relentless campaign by the franchise dealers to learn the route dealers sources of supply in which News employees enlisted and, as a result of which, the route dealers were under constant surveillance by franchise dealers, employees of the News and off-duty policemen recruited for this purpose. In some instances, the policing activities of the defendants turned into sheer harassment."

A dispute between Theodore Markowitz, A.M.F. Newspaper Delivery Service, and David Auerbach, a News circulation rules representative, is specifically cited. Judge Bauman states: "Thus when plaintiff Markowitz was observed removing papers from a drug store, the News had him arrested despite the fact that he claimed he had a written contract with the owner, one Max Seltzer, which authorized him to do so. When Seltzer was asked by defendant Auerbach to prosecute Markowitz, he confirmed Markowitz' story. He was told that if he did not agree to press charges the News would no longer supply him with papers. Seltzer refused and was cut off the next day."

Fair trade defense

The News, in its defense, said the Feld-Crawford Act, known as the New York Fair Trade law, permits it to fix the maximum resale price of its papers without violating the antitrust laws.

The court ruled the News' termination of its independent dealers from supply served to effectuate an unlawful price-fixing scheme. Citing *Albrecht v. Herald Co.* 390 US 145 (1968), Judge Bauman distinguishes between situations where manufacturers simply announce suggested resale prices and refuse to sell to dealers who do not adhere to it, and those situations where the manufacturer takes further steps to effectuate compliance.

He states that "if, above and beyond a mere unilateral announcement and refusal to deal, steps are taken in order to secure compliance with price maintenance policies, the arrangement constitutes a combination to maintain prices, and is a per se violation of the Sherman Act."

NLRB rules against union representation

The National Labor Relations Board ruled last week that motor route carriers of the *Clearwater* (Fla.) *Sun* were not employees but independent contractors, and therefore dismissed the petition of the International Printers and Pressmen Assistants Union for representation rights.

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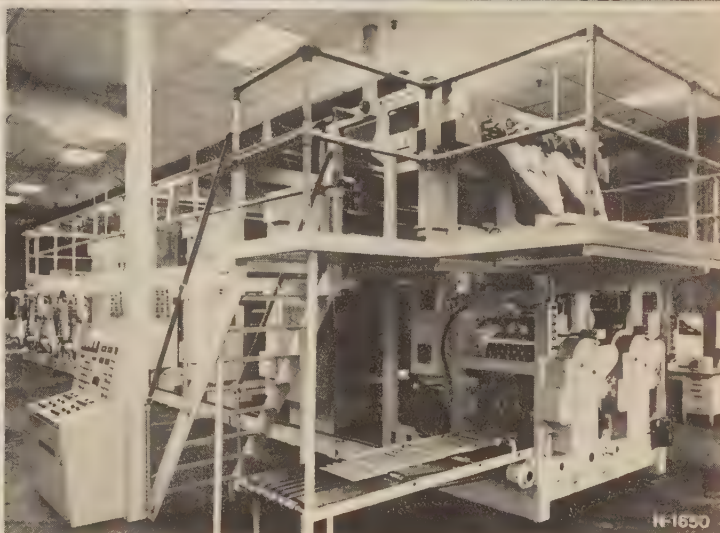
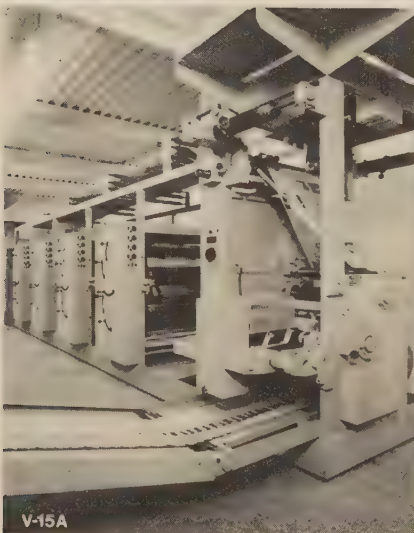
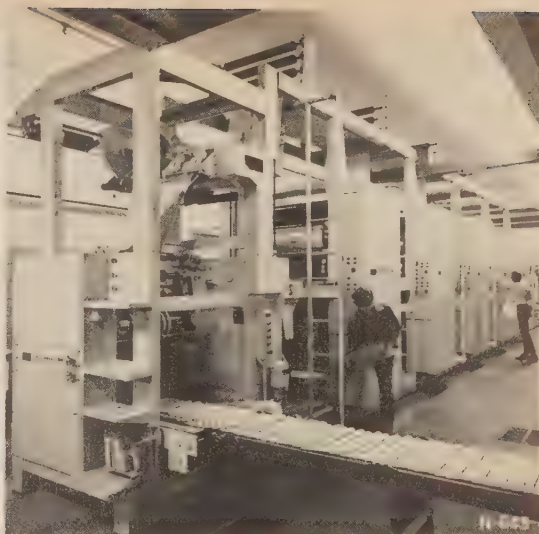
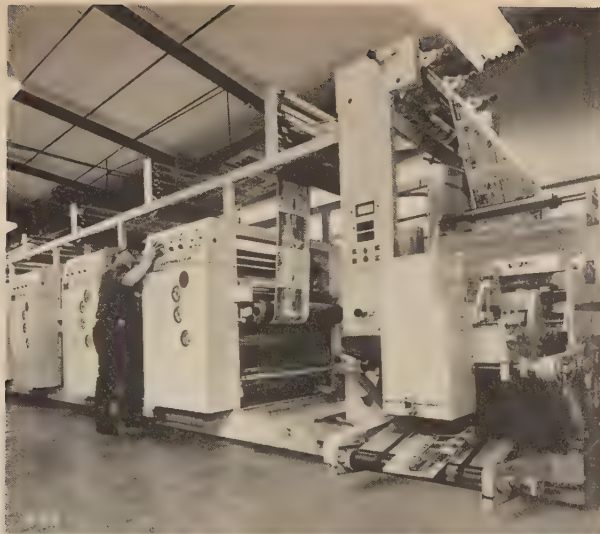
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*Communications and
Information Handling*

Deaths

RICHARD KISONAK, 44, reporter for the *Lewiston (Me.) Daily Sun*; August 7.

W. SPRAGUE HOLDEN, 64, professor and chairman of the department of journalism at Wayne State University, Detroit, and a former editorial writer for the *Detroit Free Press* and the *Akron (Ohio) Beacon Journal*; August 8.

HAROLD L. GARNER, 85, former general manager of the *Petersborough (Ont.) Examiner* and president of the Canadian Daily Newspaper Association; August 10.

C. DONEE COOK, 82, retired editor of the *Richwood (W.Va.) Nicholas Republican*

and owner of the *Elkins (W.Va.) Randolph Enterprise*; August 4.

DAVID BLOOM, 73, retired sports editor of the *Memphis (Tenn.) Commercial Appeal*; July 2.

GOWAN HUGHES CALDWELL, 72, retired state news editor of the *Winston-Salem (N.C.) Journal*; July 22.

JOHN RICHARD BERRY, 75, retired editor of the *Durham (N.C.) Sun*; July 16.

W. SHELDON CHAPIN, 68, retired assistant executive editor of the three Portland, Me. newspapers of the Guy Gannett Publishing Co.; August 10.

CHARLES (CHICK) WELCH, 78, sports

writer and editor of the *Natick (Mass.) Herald* for 50 years; August 10.

RENNIE TAYLOR, 77, retired AP science writer; August 6.

L. REID HUDLER, 63, publisher of the *Noblesville (Ind.) Times*; recently.

JOSEPH E. HURST, 71, publisher of the *New Philadelphia (Ohio) Daily Times* until 1968, when the newspaper was merged with the *Dover (Ohio) Daily Reporter*; August 9.

Past Week's Range of Stock Prices

NEWSPAPERS	8/8	8/16
Affiliated Publications (OTC)	12 3/4	10
American Financial Corp. (OTC)	12 3/4	12 1/4
Booth Newspapers (OTC)	21 1/4	21 1/4
Capital Cities Comm. (NYSE)	48 3/4	45 3/4
Com. Corp. (OTC)	3 1/2	3 1/2
Cowles Comm (NYSE)	6 1/4	6 1/4
Dow Jones (OTC)	31	30
Downe Comm (OTC)	13 1/4	13 1/4
Gannett (NYSE)	36 1/4	35 1/2
Harte Hanks (NYSE)	11 3/4	11 1/4
Jefferson-Pilot (NYSE)	33 3/4	31 3/4
Knight (NYSE)	40 1/4	39 3/4
Lee Enterprises (NYSE)	14 1/4	13 3/4
Media General (AMEX)	36 1/2	35 3/4
Multimedia (OTC)	19 1/2	20
New York Times (AMEX)	13 3/4	12 3/4
Panax (OTC)	4 1/4	4 1/2
Post Corp. (WISC.) (OTC)	12 1/2	11 1/2
Quabecor (AMEX)	16 1/2	16
Ridder Publications (NYSE)	18 1/2	17 1/2
Southern Press (CE)	32 1/2	31 1/2
Spindel (OTC)	9 1/2	9 1/4
Thomson Newspapers (CE)	13 1/4	14
Time Inc. (NYSE)	34 1/2	30 1/2
Times Mirror (NYSE)	19	18 1/2
Toronto Star (CE)	22 1/4	24
Washington Post (AMEX)	21	20
SUPPLIERS		
Abitibi (CE)	12 3/4	12 3/4
Addressograph Multi. (NYSE)	14 1/4	13 3/4
Alden Electronics (OTC)	3 3/4	3 1/4
Altair (OTC)	14	13 3/4
Anglo-Canadian (CE)	19 1/2	19 3/4
Ball Corp. (OTC)	10 3/4	10 3/4
B. C. Forest (CE)	19 1/2	19 3/4
Berkey Photo (NYSE)	13 1/2	12
Boise Cascade (NYSE)	14 3/4	13 1/4
Compugraphic (AMEX)	22 3/4	21 3/4
Compuser (OTC)	30 1/4	29 1/4
Crown Zellerbach (NYSE)	30 1/4	29 1/4
Cutler-Hammer (NYSE)	32 1/2	31 1/4
Dayco (NYSE)	16 1/4	16 1/4
Digital Equipment (NYSE)	93 3/4	88 1/2
Domtar (AMEX)	22 3/4	22 3/4
Dow Chemical (NYSE)	55 3/4	55 1/2
Dymo (NYSE)	17 1/2	19 1/2
ECRM (OTC)	9 1/4	9 1/4
Eastman Kodak (NYSE)	139 3/4	132 3/4
Ehrenreich Photo (AMEX)	9 1/4	9
Eltra (NYSE)	29 3/4	28 3/4
General Electric (NYSE)	61 3/4	60 3/4
Georgia Pacific (NYSE)	36	35 1/4
Grace, W. R. (NYSE)	13 3/4	21
Great Lakes Paper (CE)	24	24
Great No. Nekoosa (NYSE)	47 1/4	45 1/2
Harris Intertype (NYSE)	30	28 1/2
Inmont (NYSE)	7 1/2	7 1/2
International Paper (NYSE)	38 1/4	39 3/4
Itek Corp. (NYSE)	32 3/4	29 3/4
Kimberly Clark (NYSE)	32 3/4	32 3/4
LogEtronic (OTC)	32 3/4	32 3/4
MacMillan, Bloedel (CE)	32	32 1/2
Milgo Electronics (AMEX)	19 1/2	17 1/2
Millmaster Onyx (AMEX)	8 1/4	7 3/4
Minnesota Min. & Mfg. (NYSE)	87	84
Photon (OTC)	11 1/2	11 1/4
Richardson (NYSE)	28 1/4	28
Rockwell Intl. (NYSE)	14 3/4	14 3/4
Singer (NYSE)	56 1/2	51 1/4
Southland Paper (OTC)	14 3/4	14 3/4
Southwest Forest Ind. (NYSE)	9 1/4	8 3/4
Sun Chemical (NYSE)	19	19
Wheelabrator-Frye (NYSE)	14 1/4	14 1/4
White Consolidated (NYSE)	13 3/4	12 3/4
Wood Industries (AMEX)	10	9 3/4
ADVERTISING AGENCIES		
Doremus (OTC)	6 1/2	5 3/4
Doyle, Dane, Bernbach (OTC)	14	12 3/4
Foots, Cone, Balding (NYSE)	9 1/2	9 1/4
Frank, Clinton E. (OTC)	9 1/2	9 1/2
Gray Advertising (OTC)	10	9 3/4
Interpublic Group (NYSE)	14 3/4	14 1/2
Needham, Harper & Steers (OTC)	11 1/2	10
Ogilvy, Mather (OTC)	19 1/2	17 1/2
PKL Co. (OTC)	9 1/2	9 1/2
J. W. Thompson (NYSE)	14 1/4	13 3/4
Tracy-Locke (OTC)	4 1/4	4 1/4
Wells Rich Greene (NYSE)	13 1/4	12 1/4

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August 8, 1973

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Affiliated Publications, Inc.

(Parent of Globe Newspaper Company, Publisher of The Boston Globe)

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(\$0.01 Par Value)

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And when you recycle aluminum, you save energy. It takes only 5 percent of the energy it takes to make it the first time.

Once it's made, it can be recycled repeatedly, at a tremendous saving in energy.

There's not another beverage packaging material quite like aluminum. Only aluminum has all these things going for it: it's lightweight, chills quickly, keeps things fresh, opens with a snap, has high scrap value and can be recycled repeatedly. It's plentiful, too.

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Pass it on

 **ALCOA**

A photog with every writer is National Enquirer's goal

By Lenora Williamson

Not only is the weekly *National Enquirer* jumping from 32 pages to 48 this month for its three million circulation, mainly in supermarkets, but is busily engaged in changing its picture image.

A classified ad in EDITOR & PUBLISHER August 4 announcing staff openings for 45 photographers to be based in Lantana, Florida headquarters and available to travel the world illustrates one goal of publisher Generosa (Gene) Pope, Jr., who plans a time in the near future when no reporter will leave Lantana on assignment without a staff photographer.

What the Enquirer is trying to do, in the composite opinion of several staffers, is "completely outdistance" imitators in the tabloid field by first hand reporting and better human interest pictures.

Wants 25 good shots a week

The Enquirer has purchased photos from stringers for years, but the publisher has decided he wants better pictures and can get higher quality with his own staff, explains photo editor Ted Mutch. Reporters worked with stringers or carried their own camera.

Mutch, at one time executive editor of the paper, was asked last December by Pope to take on the photo editor assignment and to outbid competitors for better pictures. "He said he wanted 25 superb pictures every week."

A chief photographer has just been appointed to head up assembling the new photo staff, which will have its own lab in a separate building just completed on the grounds. He is Bob Wendlinger, who has been a stringer for the Enquirer and was formerly with the *New York Mirror*.

The paper has not had a photo staff, and the lab was a 1-man operation. It will be expanded to three staffers.

Good men who can travel are hard to find, comments Wendlinger, explaining the emphasis on newspaper people who can travel and work under pressure.

Plenty of travel assignments

Mutch explains they are not taking phone calls from applicants; instead, they ask candidates for six prints and three paragraphs on why they would want the job. And he emphasizes that the gentlemen or lady photographers have to be prepared to travel. And there would be a preview of the Lantana area since they don't want any unhappy photographers whose wives would take a dim view of travel. The location is "much different from the big city."

Says Mutch of the editorial and business office building during a phone call with E & P, "It looks like a very overgrown motel." He says he's gazing out at the grounds cared for by a day and night staff of gardeners since the publisher wants all the staff to be able to look out the window and see plants and flowers.

At the same time the photo staff is being assembled, Iain Calder is the newly appointed executive editor assigned to reorganize the editorial department. He's been with the paper for 9 years and formerly worked in Glasgow and London and was a stringer for the Enquirer.

Pope himself says formally of the current expansion plans: "We want to make the National Enquirer a weekly experience for our readers that they cannot find elsewhere. We try to be guided in our selection of material by subjects that will interest people of all ages and from all walks of life. Naturally we want to print stories and photographs with strong human interest appealed and a lasting effect on the emotions. Ideally, we would like for every story and picture in the Enquirer to linger in the memory long after it has been printed and read.

"To this end we are building a worldwide staff of reporters and photographers who can provide us with this kind of fresh, first hand information week after week."

\$20,000 a year

Mutch more informally sums up the publisher's news sense: a brilliant man who knows what the public wants. He okay's, adds the photo editor, the Enquirer's pictures, headlines, every caption, every story idea. Of the pay advertised for the photographers ("around \$20,000") with moving expenses paid, Mutch suggests that Pope is very generous with raises. \$5,000 a year raise is good—"not uncommon"—he says in an aside.

Speaking of expenses, Mutch explains

that the publisher was "delighted" with one expenditure ordered by the photo editor. It amounted to a photographer being an \$1800 messenger. The man called at 4 a.m. Lantana time from Rome and was excitedly reporting on his exclusive pictures of Elizabeth Taylor re the Burton marriage break-up. Mutch told the photographer to bring the negatives personally to Lantana by the next plane.

On the other hand, Mutch has one photographer who hasn't been traveling all that much. This one has been "lying on his belly 10 days (as of today) taking pictures of a killer whale" and a man who rides the creature for a living.

Tryout is usual

Generally new staffers come down to Lantana for a month's tryout, although this will vary with the new photographers according to individual situations and possible story location assignments.

The editorial and business operation has been located in Lantana, about 12 miles from Palm Beach, a little over two years since the move from Englewood Cliffs, New Jersey. The newspaper is printed at Pompano Beach. Future plans call for the paper to go to 64 pages.

Tom Carlisle is the newly appointed director of publicity and promotion for the National Enquirer. He's been in film promotion for some years, including the James Bond movies, and before that he worked for *Life* as correspondent, later movie editor, and also for Dell Publishing Company. Carlisle, who will have a staff of 8 by year's end in Lantana, New York, and Hollywood, sees his assignment as getting people aware of "the kind of paper we are today" instead of the old sex and gore image.

By way of staff size comparison, the New York News, "New York's Picture Newspaper", has a photo staff of 52; of that 46 photographers shoot black and white and 6 are color men for the Sunday magazine. Picture coverage is round the clock, with three shifts, 7 days a week.

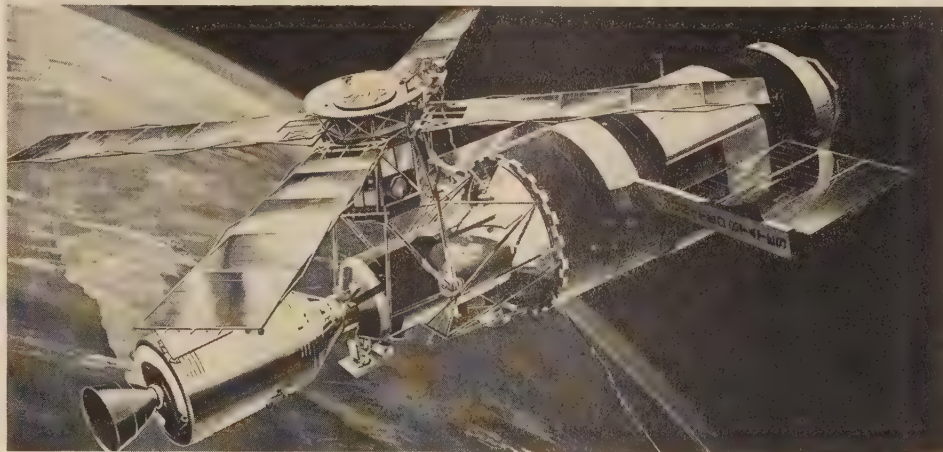


PHOTO EDITOR Ted Mutch (left) and newly appointed chief photographer Bob Wendlinger check a page one photo during a walk in the grounds of the National Enquirer at Lantana, Florida.

EDITOR & PUBLISHER for August 18, 1973

Skylab, the world's loftiest photo studio.

Inside, Nikon cameras study invisible airglow, measure the sun's corona, and watch a spider at work.



Space photography has come a long way since its early days when just bringing back a picture seemed quite an achievement. The photographic tasks assigned to Project Skylab in particular are far more diverse and exacting than any that came before.

That means more sophisticated equipment. Versatile enough to handle the variety of assignments planned, yet easy enough to permit a non-expert to obtain the needed picture quality. In short, 35mm equipment. Which means Nikon, the most sophisticated 35mm system available.

Nikon cameras had already demonstrated their capabilities in previous missions, including Apollo 15, 16 and 17. These were essentially standard Nikon Photomic FTN models, modified to fit the conditions encountered in a vacuum. Special materials were used to prevent molecular changes (outgassing), new means of lubrications devised, some controls adapted for easier handling with bulky gloves.

Thus when NASA decided on 35mm equipment for Skylab, the Nikon system was able to take it in stride. It was quite a challenge, though, considering that subject matter ranges from the infinite to the infinitesimal.

Experiment SO 63

Purpose: To record ultra-violet emission from the airglow layer of the upper atmosphere. **Equipment:** Two motor-equipped Nikon cameras controlled by a specially designed Nikon

interval timer. One camera is fitted with a multiple-layer coated Auto-Nikkor 55mm f1.2 lens for recording visible light, the other with a newly designed 55mm f2 Ultra-Violet Nikkor lens (the first of its kind and, like all Nikkor lenses, made from Nikon optical glass). The latter is mounted on a track enabling it to follow the curvature of the earth and providing automatic, simultaneous triggering of the conventional-lens camera at a predetermined point. Photos from both will be matched in evaluating the results of this experiment.


Experiment TO 25

Purpose: Coronagraph contamination study, monitoring the presence of particulate matter near the spacecraft and measuring the solar corona. **Equipment:** Nikon Photomic FTN camera with multiple-layer coated Auto-Nikkor 55mm f1.2 lens, in fixed position. (Originally, NASA had considered a larger camera for this assignment but found 35mm equipment more suitable). A special reticle was designed for this camera's finder screen, containing degrees, x and y axes, and digital computer markings. Absolute finder accuracy is vital because the sun's image must be kept within a central 1mm circle. Since the camera is fixed, the observing astronaut gives directions

in computer language for computer-controlled changes in the spacecraft's position and attitude.

Other Nikon Skylab photography is very much of the kind you might do yourself. Included are closeup studies of a spider web spun in space as well as photos of various activities aboard the spacecraft.

In fact, the reasons Nikon works so well in outer space are the same reasons that have made Nikon the first name in 35mm photography on earth. Matchless versatility, repeatability and reliability. Ingenious design that keeps it ahead technologically while defying obsolescence. Ruggedness bordering on the incredible. Above all, picture quality that literally put 35mm photography on the map.

It's a camera worth looking into, for pleasure as well as for scientific pursuits. At Nikon dealers everywhere. (Ask also about the Nikon School of Photography.) Or, write for literature folio 19. Nikon Inc., Dept. SA, Garden City, N.Y. 11530. Subsidiary of Ehrenreich Photo-Optical Industries, Inc.  (In Canada: Anglophoto Ltd., P.Q.)



The Texaco Gasoline Economy Test.

Even if you fail it, what you learn can save you gasoline and money every time you get in your car.

1. You know you use more gasoline when you drive at high speed. But do you know how much more? For example, about how much more gasoline do you use at 60 mph than at 50 mph?

- ☐ A. 2% ☐ B. 5% ☐ C. 10%



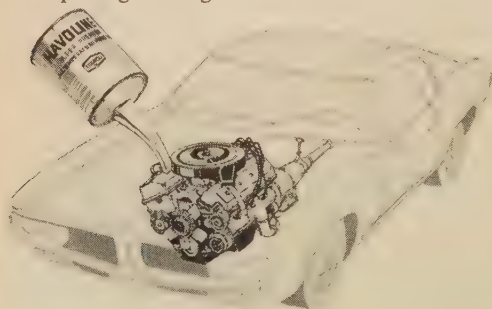
2. You waste gasoline if your tires are improperly inflated. But do you know which causes poorer mileage, overinflated tires or underinflated tires?

- ☐ A. Overinflated ☐ B. Underinflated



3. The kind of oil you use can affect engine performance, too. Do you know under what conditions it pays to use a premium motor oil like Havoline Super Premium?

- ☐ A. High-speed driving
☐ B. Hot-weather driving
☐ C. Stop-and-go driving



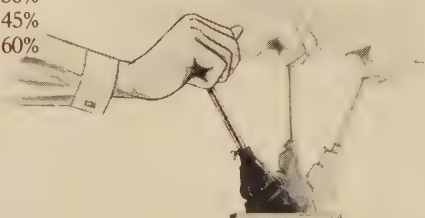
4. Jackrabbit starts eat up a lot more gasoline than slow-and-easy ones. But do you have any idea how many miles per gallon jackrabbit starts can cost you on the average?

- ☐ A. 1 mpg
☐ B. 2 mpg
☐ C. 4 mpg



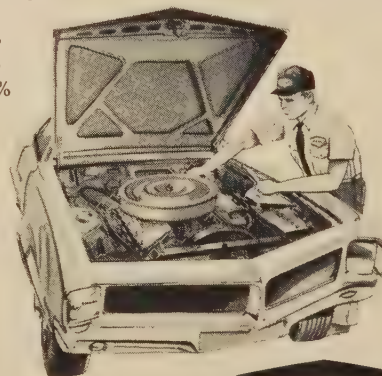
5. If you have a standard shift, you can save gasoline by getting into high as quickly as possible. How much more gasoline do you think you use if you race along in 2nd rather than shifting into high gear?

- ☐ A. Up to 30%
☐ B. Up to 45%
☐ C. Up to 60%



6. A car that's not properly tuned-up is simply not using gasoline efficiently. About how much gasoline do you think it wastes?

- ☐ A. Up to 4%
☐ B. Up to 8%
☐ C. Up to 12%



Answers:

1. C 2. B 3. All three: A, B, C 4. B 5. B 6. B



ITU meeting

(Continued from page 14)

delegate vote on the appeals committee dismissal of the appeal would keep the Hightstown situation status quo and the Trenton union will still be bargaining representative and represent the employees of the Hightstown plant.

* * *

A proposition by Thomas E. Patten, Norfolk-Portsmouth (Virginia) Local No. 2, would have the convention petition Congress to conduct a study which would ultimately lead to the establishment of automation impact insurance. Such a move would assure technologically displaced employees, beyond re-training levels, below retirement planes, of economic security until they have achieved salary independence in alternative forms. Therefore, they would remain on the preferred compensation system until they have achieved their retirement income levels.

The proposition was referred to the committee on automation and technical training.

* * *

Alex DeBakcsy, general manager of the Union Tribune Publishing Co. publishers of the Copley Newspapers in San Diego, the *Union & Tribune*, told the delegates that the newspapers will move into a new building in September. It will be an offset plant which DeBakcsy said it was hoped would be a model for the newspaper publishing industry.

Orange carpets

The building is in Mission Valley, a few short miles from San Diego and who, DeBakcsy said, would have thought "we would have a composing room with a beautiful orange carpet."

He said a new system is being worked out and there have been delays in programming and software which have been annoying. Newspaper production technology is changing so rapidly that "we have some difficult decisions about capital investment, and about equipment which affects the newspapers' future and the future of all employees."

* * *

Alexander J. Rohan, president of the 128,000-member Printing Pressmen and Assistants Union, said a merger between the Printers and Pressmen Unions is an absolute necessity because current problems of advanced technology in the publishing industry will be "overpowering unless we address them with a united front."

This union would be capable of achieving wage rates and working conditions which once set apart the craftsman from the non-craftsman, he said. At present, he added, common laborers have wage rates that equal or exceed our own respective journeyman rate. He called for prompt and immediate action in achieving such a merger of the ITU and Pressmen.

Pressmen, stereo unions are merged

The International Printing Pressmen & Assistants Union and the International Stereotypers, Electrotypers & Platemakers Union have merged as the result of a national referendum.

The pressmen voted 26,492 for and 15,092 against the merger and the ISEPU went heavily for merger: 5,490 in favor, 1,610 against.

Name of the new union when details of the merger are finalized October 1, will be the International Printing and Industrial Communications Union.

Alexander J. Rohan, present president of the pressmen's union, will be president

of the merged groups. James H. Sampson, who has been president of the ISEPU, will be one of the new union's vice-presidents. Headquarters will be maintained in Washington, D. C., which has been headquarters of the pressmen. Chicago has been ISEPU headquarters since 1957.

China news exchange

The American Broadcasting Company and the Central Broadcasting Bureau of the People's Republic of China have agreed on a broad exchange of tv newsfilm, documentary programs, sports programs, and personnel. The agreement was reached at a meeting of ABC officers in Peking.

BEACH SADDLES MAKE HEADLINE NEWS

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- Already standard equipment in over 120 newspaper plants



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- 5 Year Warranty
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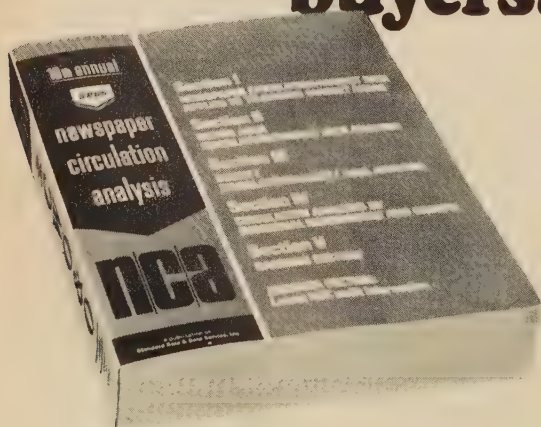
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"Daddy, I have a date with Alvin tonight. Will you be using your wallet?"

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EMMY LOU

Daily, 1 and 2 columns
Sunday, 1/2, 1/3 pages & tabloid, 1/2 tabloid sizes
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Quarterback computer will write column

Beginning September 3 and running to the week after Superbowl, "The Computerized Quarterback" will be a weekly Q & A column by Virgil Carter, Cincinnati Bengal quarterback. Chicago Tribune-New York News Syndicate is offering the sports page printout.

Carter, an off-season statistician and computer consultant, will answer questions based on his computer study of National Football League strategy. Carter and his wife Judy fed 8,373 NFL plays into a computer, coding each for 53 variables to compile a statistical analysis of pro football.

While Carter was with the Bengals in the 1970 AFC playoffs, his wife punched 300,000 pieces of football information into the computer, and during the 1971 season, which Carter ended with the highest passing percentage in the NFL (62.3), he was teaching statistics and quantitative analysis at Xavier University.

King acquires 'Lyndon' newspaper syndication

King Features Syndicate has acquired exclusive newspaper rights to "Lyndon", the controversial new book by Richard Harwood and Haynes Johnson, assistant managing editors of the *Washington Post* and longtime Johnson-watchers. The book describes, among other aspects of President Johnson's later years, his relationship with the former Ivy League White House Fellow, Doris Kearns, who worked with him on his book, commuting between Harvard and Texas.

Martha Mitchell biog excerpts are offered

The Spotlight Service of United Feature Syndicate will offer a six-part series of excerpts from the new biography of Martha Mitchell.

"Martha: The Mouth That Roared" is the work of Charles Ashman and Sheldon Engelmayer. Ashman is author of "Kissenger: The Adventures of Super-Kraut" and Engelmayer is editor of North American Newspaper Alliance.

Jeane Dixon honored

Jeane Dixon, horoscope columnist for the Chicago Tribune-New York News Syndicate, has been named to the board of the Mental Retardation Institute of New York Medical College, Valhalla, New York. The election, according to Dr. Margaret Giannini, director, recognizes Mrs. Dixon's work in rehabilitation, welfare and education of children through her Children-to-Children Foundation.

Science column is used by teachers

The *Philadelphia Tribune*, "the oldest Negro newspaper in America," and the *Evening Herald*, published in Shenandoah, Pennsylvania, are using a Do-It-Yourself Science feature which serves as an instructional aid for teachers.

The feature is written by Dr. Albert Schatz, professor of science education at Temple University, and his wife Vivian Schatz, a science consultant in the Philadelphia School System.

Each Do-It-Yourself Science column outlines a simple experiment that can be done in almost any school classroom, explains the science that is involved, and discusses what the experiment tells about the world.

"One advantage from the teachers' point of view," Professor Schatz says, "is that the experiments require materials that are simple, familiar, readily available, and inexpensive. The things the children need to do the experiments include aspirin tablets, vinegar, baking soda, soil, steel wool, pulverized stones, sea shells, old paper, rags, dead leaves, and lawn cuttings."

Reading skills program based on NEA stories

Using newspaper feature stories from the Newspaper Enterprise Association service, the Reading Laboratory, Inc., South Norwalk, Conn., has developed a supplemental reading program to aid teenagers and young adults whose reading skills are below level.

"The Newsread Series" takes NEA articles and edits them for students, giving correlated reading skill exercises, including new word lists, basic comprehension and discussion points. The newspaper format, plus familiarity students have with newspapers, works in "Newsread" to give slow readers material from their immediate world and instill confidence that may be lacking in textbook reading.

Million dollar home

The *Hunterdon* (N.J.) *Democrat*, a weekly with 20,000 circulation, will construct new offices on a five-acre tract adjacent to the Flemington Fairgrounds. Publisher H. Sealey Thomas said the cost of colonial design brick-front building will be in the vicinity of \$1 million. The 24,000 square foot building will house the presses and business offices. The paper has been printed with a 1904 New York Herald Rotary Press.

Goes to tab size

The *Connecticut Sunday Herald*, statewide weekly published at Norwalk, has changed its format from standard-size to tabloid.

Most Pa. papers blue pencil 'X' rated movie ads

The great majority of the newspapers answering Pennsylvania Newspaper Publishers Association survey have a policy of censoring X-rated movie ads before publishing them, Robert E. Trea, assistant general manager, PNPA, reports.

Of 76 respondents to PNPA's recent mail survey on newspapers' advertising policies for X-rated movies, 63 indicate they accept X-rated movie ads but with the policy of deleting words or artwork they consider offensive.

Eleven more indicate they flatly refuse to accept any advertising for X-rated movies. Only two newspapers say they accept X-rated movie ads without censorship. One of these, however, explains, "We haven't had any for over a year; if they got too 'rank' we might have to censor."

Do not accept ads

Of the 11 who won't accept any ads for X-rated movies, one observes, "There can be no in-between. You're either for or agin'. We're agin'. If the courts refuse to accept the responsibility of maintaining some sense of decency, possibly the news media can do that job if they are willing to give up a few bucks."

Another says, "We refuse X-rated movie advertising on principle. As we would raise hell with a lewd tent show in town, we feel the same should apply to films of same. Some papers I know have been loud in condemnation of X-rated movies until they are offered a good regular ad schedule from an X-rated movie house. We have rejected a regular ad schedule from two such movie houses . . . and turned it into a plus by informing the two local Ministerium groups of our stand."

These two comments are the most adamant expressions the survey received.

Most of the respondents seem to have a policy that is flexible enough to eliminate offensive artwork, descriptions of words without banning the ads.

One weekly publisher explains, "We try to use individual judgment gleaned from either seeing the movie or reading dependable critics. Therefore, for example, 'Last Tango'—yes; 'Deep Throat'—no."

Another weekly publisher explains his policy this way: "We do not accept ads from off-beat theatres, but do from established theatres that show other pictures also."

Run 'titles only'

Two daily publishers point out their newspapers run "titles only" of X-rated movies—"no illustrations permitted."

Another daily publisher notes, "We figure that complete censorship—keeping ads out of paper—won't prevent viewings which appear to be Constitutional anyhow. But by deletion of offensive material with notation that the picture is restricted, we let the reader make up his own mind and do not stimulate attendance via obscenity."

Another admits, "Currently we are giving some consideration to refusing acceptance of X-rated movies. Problem is that the rating system is not infallible and leaves considerable to be desired."

A top executive of a metropolitan daily reports, "A great deal of time and effort is spent almost every day trying to decide what is O.K. and editing copy that is editable."

The PNPA survey was conducted with a brief, one-page questionnaire mailed to all member newspapers.

Financial briefs

Post Corp., Appleton, Wis., reported July 19 second quarter earnings of \$554,331 or 61 cents a share, compared with \$425,331 or 45 cents a share for the same period last year.

These results are from operations, and do not include gains or losses from securities transactions.

Earnings for the first six months (before capital gains) were \$800,434, or 88 cents per share, compared with \$670,137 or 71 cents per share for the first half of last year.

Newspaper revenues were reported up 6 percent so far this year, and broadcast revenues 6.7 percent.

* * *

Gannett Co., Inc., announced a first half gain of 22.1 percent and a second quarter gain of 20.3 percent in operating earnings before goodwill amortization and extraordinary items.

Net income before goodwill amortization and extraordinary items for the first half was \$13,247,660, compared to \$10,849,431 in 1972. Amortization of goodwill was \$379,044. An extraordinary loss of \$695,000 resulted from the closing of an unprofitable commercial printing plant, Acme Colorprint Co. of San Bernardino, Calif.

The final net income for the first half of 1973 was reduced to \$12,173,616, compared with \$10,695,958 last year.

* * *

Booth Newspapers, Inc., Ann Arbor, Mich., July 26 reported net income for the first six months of \$4,296,000 or 88 cents a share, compared with \$3,719,000, or 76 cents a share restated for the comparable 1972 period; a 15.5 percent gain.

Operating revenues totaled \$59,171,000, 3.8 percent over 1972 restated first half revenues of \$57,016,000.

Results for 1972 have been restated to include those of Parade Publications, Inc., acquired in March, 1973, and accounted for on a pooling of interests basis.

* * *

ComCorp, Cleveland-based suburban publishers, reported pre-tax earnings for the first six months were \$245,605, compared with \$223,145 for the same period last year.

Net income for the first half of 1973 was \$127,060, or 18 cents a share, compared with \$106,145, or 15 cents a share for the first half of 1972: a 20 percent increase.

Revenues for the six month period rose 11 percent to \$2,722,596 from \$2,354,110 last year.

Quarterly financial results were announced July 19 by Robert G. Marbut, president and chief executive officer of Harte-Hanks Newspapers, San Antonio, Texas.

"We are pleased to report earnings per share (before goodwill and extraordinary items) increased 18 percent over the same period last year," he reported. Amortization of goodwill for the quarter amounted to 5 cents per share, compared with 3 cents in 1972. Earnings per share after goodwill (before extraordinary items) were 34 cents, compared with 30 cents in 1972. Revenues were up 24 percent to \$21.4 million, from last year's \$17.2 million.

For the first half, net income climbed 24 percent to \$2.5 million, or 58 cents a share, from \$2.0 million or 52 cents a share last year. Revenues were up 27 percent to \$40.2 million from \$31.7 million.

* * *

Ridder Publications, Inc. of Los Angeles reported July 19 net earnings for the second quarter (after amortization of intangible assets) were \$4,161,000, or 45.6 cents a share, on revenues of \$42,607,000. This compares to net earnings of \$3,664,000 or 40.1 cents a share, on revenues of \$36,569,000 last year. Earnings increased 14 percent over last year.

Six month earnings increased 11 percent over last year. Net earnings (after amortization of tangible assets) were \$6,502,000, or 71.2 cents a share, on revenues of \$77,723,000, as compared to net earnings of \$5,865,000, or 64.1 cents a share, on revenues of \$69,461,000 last year.

* * *

Net earnings of Multimedia, Inc., Richmond, Va., before amortization of goodwill increased \$479,521 to \$3,013,611 for the first six months, the company announced July 24. Net earnings for the second quarter were \$1,740,438, an increase of \$203,033 over the same period last year.

Operating revenues for the six months totaled \$24,280,138, an increase of \$19,369,311 over 1972. Revenues for the quarter were \$13,068,213, a gain of \$2,419,078.

Earnings per share before amortization of intangible assets were 69 cents for the six months, compared with 58 cents last year. Earnings per share after amortization of intangible assets amounted to 67 cents versus 58 cents in 1972.

* * *

The Washington Post Company reported July 25 second quarter consolidated net income of \$5,019,000, or \$1.06 per share, compared with \$4,014,000 or 84 cents per share in the corresponding 1972 period. Second quarter revenues were \$65,370,000, an increase of 13 percent over the \$57,687,000 reported last year.

Net income for the first six months was \$6,424,000, or \$1.35 per share, an increase of 34 percent over \$4,778,000, or \$1.00 per share in the first half of 1972. Consolidated revenue was \$119,813,000, compared with \$105,752,000 last year.

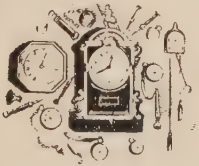
Each of the company's three operating divisions—the *Washington Post*, *Newsweek*, and the broadcasting division—gained in both revenues and operating income. The Post recorded an 8.8 percent gain in advertising lineage over the first half of the year.

Classified Advertising

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NEWSPAPER AUDIENCE**

FEATURES AVAILABLE

ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

EDUCATION

BACK TO SCHOOL! Keep readers abreast of educational changes via "TEACHER TALK", weekly column written by teacher/journalist. Box 1244, Editor & Publisher.

ANNOUNCEMENTS

BOOKS AVAILABLE

MEDIA BOOKS: The news pro's bookstore. Books by and for journalists. Write: Media Books, Woodstock, Conn. 06281.

BUSINESS OPPORTUNITIES

PARTNER, preferably active, sought for 6,000, 6-morning AM daily started last March at Carolina beach resort. Prefer TV or promotional/advertising background. 6-figure investment; unlimited potential. Details during visit which can be arranged by calling (803) 546-3774 after 7 PM.

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SHOPPER TYPE PUBLICATION**

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EDITOR & PUBLISHER

FOREIGN

READERS INTERESTED in Bulgaria, Romania, Yugoslavia? Experienced journalist plans series this fall. Also available for assignment. Box 1332, Editor & Publisher.

MUSIC

POP MUSIC: Nostalgic rock, question and answer columns, fillers, quizzes. Rates, samples. Stoneground Features, Box 505, Council Bluffs, Iowa 51501.

NEWS FILLERS

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PARENT TIPS

PAUL'S PARENT TIPS—Lively answers to questions all kids (and adults) pose. 20 years experience. Samples. P. Burns, 436 Morse, Dayton, Ohio 45420.

QUIZZES

TRIVIA TEST twits wits with ephemera, nostalgia, facts. Cheap, too. Midura, 2022 E. Edgewood, Shorewood, Wis. 53211.

TRAVEL

YOUR WEEKLY TRAVEL and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

WEEKLY FEATURES

"INSURANCE TODAY" — Exclusive, copyrighted once-a-week feature column. 250 words. Hard-hitting, on-target, insurance news. The only **INSURANCE COLUMN** in America. For samples and rates, write to Box 1235, Editor & Publisher.

ANNOUNCEMENTS

BUSINESS OPPORTUNITIES

MEXICAN DREAM? Very profitable established English language weekly in Mexico's most ideal city. Easy place to net \$30,000 or more a year on \$80,000 investment. Knowledge of Spanish a must. Write "Periodico", Aptdo. Postal 32-96, Guadalajara, Jalisco, Mexico.

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APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

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For August 18, 1973

ANNOUNCEMENTS

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ROBERT N. BOLITHO
Newspaper sales, appraisal, consulting. Now located convenient to Kansas City International Airport. Krehbiel-Bolitho Newspaper Service. New address: 10000 West 75th Street, Shawnee Mission, Kans. 66204. Office: (913) 236-5230; Res: (913) 381-6815.

BACK IN BUSINESS! Howard W. Palmer, broker-consultant, has changed location from Syracuse, N.Y. to Rt. 2, Box 314, Signal Mt., Tenn. 37377. In newspaper field over 50 years. Represents all East. Ph: (615) 886-4095.

ANNOUNCEMENTS

NEWSPAPER BROKERS

CONFIDENTIAL NEGOTIATIONS for purchase and sale of **NEWSPAPERS** Weekly in Eastern states
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National Press Building
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(202) National 8-1133

The DIAL Agency, 1502 Nazareth, Kalamazoo, Mich. 49001, Ph: 349-7422, "America's No. 1 Newspaper Broker."

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CALIFORNIA PROFITABLE suburban weekly. \$215,000 down. Cold type, growing. Box 1361, Editor & Publisher.

WEEKLY, SOUTHERN NEW ENGLAND, profitable, ideal for couple, offset printed, equipment for typesetting and paste-up. Box 1288, Editor & Publisher.

OFFSET WEEKLY established 1908 in Area 3. County seat, circulation over 4M. Ideal for husband-wife aggressive team. Good businessman could double current \$65M gross in a year. Computer typesetting, own camera and press. Publisher moving back to metro area. Award-winning paper. Box 1285, Editor & Publisher.

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Order Blank

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Address _____

City _____ State _____ Zip _____

Authorized by _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: **EDITOR & PUBLISHER • 850 Third Ave. • New York, N. Y. 10022**

ANNOUNCEMENTS

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2 SOUTHWESTERN CONNECTICUT weeklies in the fastest growth area in Northeast. Grossing \$170,000 and that's just a beginning. Box 1386, Editor & Publisher or call (203) 746-4664.

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WESTERN NEW ENGLAND weekly with complete equipment for offset preparation, grossing over \$40,000, circulation 900, needs a business-oriented publisher. Owner carrying double load, will negotiate for complete sale or sale of half interest. Paper founded 1959 has increased gross steadily last 3 years. Educational and recreational area with good growth potential. Box 1293, Editor & Publisher.

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Ph. (205) 546-3356

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Advertising Rates

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4-weeks	— \$1.15	per line, per issue
3-weeks	— \$1.25	per line, per issue
2-weeks	— \$1.35	per line, per issue
1-week	— \$1.45	per line

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and
count as an additional line in your copy.

Air-mail service on box numbers also
available at \$1.00 extra

"ALL OTHER CLASSIFICATIONS" (Remittance should accompany classified copy when submitted unless credit has been established).

4-weeks	— \$1.70	per line, per issue
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2-weeks	— \$1.90	per line, per issue
1-week	— \$2.00	per line.

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and
count as an additional line in your copy.

Air-mail service on box numbers also
available at \$1.00 extra.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.60 per agate line—\$50.40 per column inch minimum space.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022

(212) 752-7050

ANNOUNCEMENTS

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NEWSPAPERMAN, 12 years experience, desires large weekly/small daily. Box 1283, Editor & Publisher.

COMMUNITY MINDED PUBLISHER, excellent financial references, seeks daily, versatile terms. Box 1256, Editor & Publisher.

EXPERIENCED NEWSMAN seeks small or medium established weekly, all or active interest. Will consider co-op or lease with option. Serious, qualified buyer. Box 1359, Editor & Publisher.

WANT TO "MARRY OFF" your "newspaper family"? Twenty years experience editorial, accounting, management, and good dowry for small daily in farm area as also likes cattle, horses, and fishin', like in 4 corners Oklahoma, Arkansas, Kansas, Missouri or? If you're ready to phase out, I'm ready to phase in. Box 1354, Editor & Publisher.

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RADIO STATION

to be offered for sale

The Board of Regents of the University System of Georgia will solicit bids for the purchase of the operating assets of Radio Station WGST, located in Atlanta, Georgia. The sale of the Station will be subject to FCC approval. The purchase price must be paid in cash. Copies of the bid documents may be obtained after August 15, 1973, from Mr. Ewell Barnes, Vice President of Business and Finance, Georgia Institute of Technology, 225 North Avenue, Atlanta, Georgia 30332. A fee of \$50 must accompany requests for bid documents. Contact Mr. Jack Collins, WGST Radio Station, 165 8th Street, N.W., Atlanta, Georgia 30332, for tours of Station property by appointment only.

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PHOTON 560 with 3 disks in excellent condition. Contact H. Sterne, S. Rosenthal Co., Blue Ash, Ohio 45242. (513) 984-0710.

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JUSTWRITERS — COMPUGRAPHIC All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 236-7614.

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LETTERFLEX I Platemaking System. All of the latest refinements. Excellently cared for. In perfect shape. Available November 1, 1973. For more information, write J. A. Bradley, York Daily Record, 31 East King St., York, Pa. 17405.

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MAILROOM

LIKE NEW 30 ft. Cutler Hammer Channel-Flex Conveyor including press connection, vertical rise and drop, delivery table, controls. Paddock Publications, Arlington Heights, Ill. 60006.

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

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ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

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NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:

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3 SETS OF Y COLUMNS with RTP's for Goss Urbanite press. Box 1052, Editor & Publisher.

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Color King—1965

II Unit Press complete—\$34,000
III Unit Press complete—\$49,000
IV Unit Press complete—\$64,000
V Unit Press complete—\$79,000

II Unit Pacer 36—New in 1969—Rebuilt by Web Press Corporation, complete with heavy duty half-quarter double parallel commercial folder, 40hp DC drive—\$42,000.

II Unit Thatcher—Rebuilt 18 months ago by Web Press Corporation, including new helical gears, complete—\$30,000.

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Econ-O-Web perfecter press, one to eight units, available for immediate installation. We will take your trade. Send for our complete new and used equipment list, and the dealer nearest you.

WEB PRESS CORPORATION

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Seattle, Washington 98106
(206) 762-6770

COLOR KING, 2 units, 2 roll stands, quarter folder, counterstacker, electric roll hoist, ink agitators, can see running, about 1964. \$32,500. E. H. Richey Co., 1417 Georgia St., Los Angeles, Calif. 90015. (213) 748-5954.

GOSS URBANITE, 6 units, excellent condition.

COTTRELL V-15A, 5 units, new 1968, with folder.

COTTRELL 4 or 5 unit V-15, excellent condition.

ROYAL ZENITH Zephyr, 2 unit with folder.

IPEC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

MACHINERY & SUPPLIES

PRESSES & MACHINERY

For sale exclusively by

TENAKILL ASSOCIATES

GOSS METRO PRESS

Available immediately

Cutoff 22¾ inches,
web width 57 to 67 inches.
Erected July, 1969

Layout of press, left to right:

Mono unit—mono unit—
folder — 3-color unit —
mono unit — mono unit —
mono unit — folder —
3-color unit — mono unit.

Each folder is Uniflow, 2-1
with double former and
double delivery . . . and
with four Ferag Conveyors.

Press dimensions: Length
—87 ft. 4 in.; width—29
ft.; height—25 ft. 4 in.

8 Goss RTP'S

Web Break Detectors

GOSS HEADLINER MARK I

18 units, arranged as two
9-unit presses, cutoff 22-
¾", 9 half color decks, all
units reversible; 4 double
2:1 folders, all equipped
with upper formers. Manufactured 1949-1960.

Available July 1975.

TENAKILL ASSOCIATES, INC.

(Successors to
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135 Lawrence Street
Hackensack, N.J. 07602
Phone: (201) 487-7717

Telex: 134-513
TENSUL HAK

MACHINERY & SUPPLIES

PRESSES & MACHINERY

ANDERCOOK SP20 PROOF PRESS—New in 1968, original cost of over \$200. Bed size 20" x 34 1/2"—Maximum sheet of 19 1/2" x 28"—Maximum form of 18" x 26". Includes positive lock-up bar and 25" Rotary proof dryer. Asking 1000. Call Ray Cash, North Penn Reporter, Lansdale, Pa. (215) 855-8440.

6 unit COTTRELL V-15A, 7 months old, complete Save \$50,000
3 unit NEWS KING, excellent condition \$32,500

NEWS KING units for add-on, sidelay, reconditioned, rollstand \$10,000

COLE QUARTER FOLDER and 2-Knife Trimmer, for TV magazines \$2,500

COLOR KING upper balloon former, very nice \$3,500

OFFSET NEWSPAPER EQUIPMENT P.O. Box 226 Norcross, Ga. 30071 (404) 445-6550

JOSS METRO 8 unit, 2 color decks, 1 unit Urbanite, complete with folder. Box 1120, Editor & Publisher.

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

WANTED TO BUY

WEST COAST NEWSPAPER requires additional newsprint. White 30 or 32 pound—sizes 29", 43 1/2", 58", 40" or less diameter. Minimum 55 ton cars. Can use 2000 tons. Address reply box 1317, Editor & Publisher.

NEWSPAPER SERVICES

INSURANCE

WEEKLY PUBLISHERS. Investigate exclusive libel insurance program. Protection includes punitive damages and defense costs. Low deductible, low premium. Inquire, air mail, Potomac Insurance Company, Ltd. Box 1179, Teid House, Hamilton, Bermuda.

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Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
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(201) 659-6888

Help Wanted...

ACADEMIC

MICHIGAN STATE UNIVERSITY. Assistant professor to supervise yearbook production, teach photojournalism and graphics. MA and media experience. All 1974 or sooner. School of Journalism, MSU, East Lansing, Mich. 48824.

ADMINISTRATIVE

ACCOUNTANT—CPA Northern California

Multi-plant group of newspapers with radio and TV stations has opening for experienced accountant—CPA preferred. Must have strong budgeting background. A challenging position at corporate level. Good salary plus liberal vacation, medical and retirement benefits. All replies handled in strict confidence.

Send detailed resume including availability for Box 1258, Editor & Publisher. (An Equal Opportunity Employer).

EDITOR & PUBLISHER

HELP WANTED

ADMINISTRATIVE

MIDWEST DAILY, 25,000-35,000, seeks progressive and knowledgeable newspaperman to start as assistant business manager with early opportunity for advancement. Good salary to experienced person who is familiar with newspaper management. Box 1362, Editor & Publisher.

CREDIT MANAGER

Sacramento, California

The Sacramento Bee has an immediate opening for qualified person with credit, banking or related management experience. Must have a thorough knowledge of credit and collection procedures and be capable of assuming administrative responsibility for operation of department.

Good salary plus liberal vacation, medical and retirement benefits.

Apply in person or send detailed resume outlining experience, general qualifications and salary requirements to:

Personnel Department
McClatchy Newspapers
21st and Q
Sacramento, California 95816
(An equal opportunity employer)

ASSISTANT GENERAL MANAGER for suburban weekly newspaper chain located in New Jersey. This growing group needs an ambitious, self starter experienced in production, financial control, collection procedures and advertising sales management. The right individual can build a future with us. We have a liberal benefit program and offer an excellent salary. Send a detailed resume and salary requirements to Box 1369, Editor & Publisher.

CIRCULATION

SALES ORIENTED circulation manager for good quality weekly newspaper. Salary plus bonus based on increase. (201) 834-2160.

CIRCULATION DIRECTOR

We are seeking an aggressive, results-oriented person who can bring some innovative approaches to the top position in our circulation operation.

The person we seek is probably employed either as a circulation manager/director or as the assistant. Ability to deal with employee relations challenges and develop a sound organization that can meet them successfully are our principal needs.

For the professional who can measure up to the opportunities of our M-E-S combination we offer an excellent salary and impressive array of benefits in an attractive Zone 3 community.

If you think you are the person, we would like to see your resume. Reply in confidence to Box 1270, Editor & Publisher.

IF YOU ARE A SUPERVISOR in home delivery and if you can plan and lay out carrier contests, we have a Promotion/Area Manager position for you.

We are a large morning and Sunday in Area 2 and provide an excellent opportunity for a person who has the desire and ability to reach the top. If you are that person, send complete resume and references to Box 1330, Editor & Publisher.

WE ARE SEEKING an aggressive, enthusiastic circulation manager. You should fully understand all circulation operations for our Zone 4 daily and Sunday newspaper. The right person should know all phases of operation including ABC records. Excellent starting salary plus bonus arrangement. Company benefits include life insurance, hospitalization, paid vacation, holidays and retirement plan. If you think you are the right person, send us your resume. Box 1373, Editor & Publisher.

HELP WANTED

CIRCULATION

ASSISTANT CIRCULATION manager—Northern California suburban daily seeks person with good educational background, sales and administrative ability to assist circulation manager. Some daily newspaper circulation experience desirable. Experience in newspaper sales, production or business office helpful. Send letter and written resume of background, experience and qualifications, including minimum salary requirement to Box 1364, Editor & Publisher. All applications will be treated confidentially.

CIRCULATION MANAGER

30,000 circulation Area 5 paper needs a stable, responsible, service-oriented, hard-working circulation manager. Ideal area to live and work in. Great potential for future growth. Reply in confidence to Box 1327, Editor & Publisher.

AWARD WINNING PM, Sunday, looking for Circulation Manager for 30M award winning newspaper in growing Zone 5 community. Excellent opportunity for number two person ready to apply his experience and enthusiasm as a manager. Send resume, including salary requirements, to Box 1344, Editor & Publisher.

DISPLAY ADVERTISING

AD MANAGER—Must be experienced in selling strong community-oriented product and capable of directing and developing salesmen. Must be computer conscious and unafraid of opportunity that requires hard work. Metropolitan Cincinnati area, Box 1339, Editor & Publisher.

RETAIL ADVERTISING MANAGER

Organize new department for growing northeastern Pennsylvania city. Great opportunity for growth. Send resume in confidence to Wyoming Valley Observer, Wyoming, Pa. 18644.

ADVERTISING MANAGER FOR ARTS PUBLICATION

Fast growing national publication of arts and alternate realities needs professional advertising manager willing to start with moderate salary and grow with the paper. Excellent opportunity for the right person. Box 1372, Editor & Publisher.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now. Area 5. Send references to Box 740, Editor & Publisher.

ADVERTISING SALES

Business Publishing Company has opening on its advertising staff. This is an excellent opportunity for some one who has been second or third person on larger staff to move up.

Essentially, you would work closely with the publisher of two outstanding business magazines in advertising sales. The publisher himself is a selling publisher, not merely a management executive.

The sales work is both national and local. Phone, travel, sales letters and other sales promotion materials are all used.

Yes, the business is here: we need an individual with energy and initiative to go after it—it should be willing to relocate.

Send resume with telephone contact in confidence to Mr. Cummins, P.O. Box 52288, New Orleans, La. 70152.

MIDWEST DAILY with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be moving to General Manager's position with one of our papers in the next year. We need an enthusiastic replacement who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience. \$18,000 plus start. Advertising Director job pays \$24,000 plus. Send resume to Box 808, Editor & Publisher.

HELP WANTED

DISPLAY ADVERTISING

SALESMAN—Sell ads for community newspaper in Chicago. Apply Back of the Yards Journal, 4601 S. Ashland Ave., Chicago, Ill. 60609. (312) 927-7200.

CHALLENGING OPPORTUNITY

Advertising Manager—Immediate opening for an aggressive, self starter with proven sales record for New Jersey offset daily (5 days) 15,000 (AM). Excellent market. Experienced planning advertising sales campaigns. Unusual opportunity with excellent growth potential market. Must work closely with staff of 10. If you can manage and produce send resume to Box 1368, Editor & Publisher.

WE HAVE AN IMMEDIATE need for an aggressive and innovative ad director to head three person department. Successful sales record more important than managing background. Most of our staff is under 30. Good salary, plus commission and liberal stock plan. Send resume with salary expectations to The Richmond Mercury, 16 E. Main St., Richmond, Va. 23219. Attn: Duane K. McCallister.

AD SALES MANAGER

Assistant to Publisher and Advertising Director

Good detail person with strong management desire and potential for key sales work, business development, some PR. Should have 3-5 years good sales performance, sharp but no sharpe, offset knowledge.

Growing 100-year-old aggressive 6-day 25,000 circulation going off in twice All-American city with 2 large shopping malls under construction.

\$10,000 up to start, \$20,000 company paid life insurance. Blue Cross-Blue Shield, good fringes including retirement—excellent promotional potential for one who will earn it.

Details in writing (no phone), references to —R. Clark, Daily Independent, Grand Island, Nebraska 68801.

SOUTHWEST FLORIDA Gulf daily. Are you the Pro with track shoes that will run out our display department? Fastest growing Florida daily. Salary, liberal commission plan, hospitalization, retirement plan. Phone or write, Marshall Wyatt, Ad Director, Naples Daily News, 1075 Central Ave., Naples, Fla. 33940.

EDITORIAL

BUSINESS REPORTER

Leading national weekly newspaper covering the dynamic electronics industry has an opening for an aggressive reporter to cover the business side of the computer industry. Knowledge of the computer market helpful, though not essential. Excellent benefits. Send resume with salary requirements to: James Lydon, 7 E. 12th St., New York, N.Y. 10003.

THE STARS AND STRIPES, European edition in Darmstadt, Germany, wants a reporter. Experience in "court house beat" and some desk work would be desirable. Ideal applicant would have a degree, several years on a small daily and now working for a larger daily. Apply to Civilian Personnel Office, European Stars and Stripes, APO New York 09175.

SUNDAY EDITOR

Afternoon and Sunday daily, located in rapidly growing Southeast city of 43,000 population, has opening for Sunday Editor. Salary negotiable, based on experience and ability. Applicant should be capable in feature writing and photography, but will have available full AP wire, AP wirephoto, NEA feature package, Congressional Quarterly, PM NY Times and Chicago Daily News-Sun Times wire. This job is a stepping stone for further advancement in a prize-winning newsroom with a chance for a promotion to full time editor and photography. Please submit resume and clips.

Box 1258, Editor & Publisher

HELP WANTED EDITORIAL

EDITOR

Owens-Corning Fiberglas Corp. is seeking creative, energetic employee communications editor for corporate publication. Excellent opportunity with growing, communications-conscious organization. Candidates should have 1-3 years industry experience. Heavy emphasis on writing ability, news and features, but also visually oriented—using words and pictures to communicate. Interested professional communicators send resume and writing samples to William K. Hamilton, Manager, Internal Communications, Owens-Corning Fiberglas Corp., Toledo, Ohio 43659.

INVESTIGATIVE REPORTER

Plenty to investigate in this southern New England city of 100,000 and surrounding area. Must be experienced, aggressive, with keen knowledge of city government and high regard for accuracy. Must originate and write complex stories and follow them to conclusions. Good pay and benefits at AM, PM and Sunday combination with 70,000 circulation. Reply Box 1341, Editor & Publisher.

ASSISTANT EDITOR, Appalachian Heritage Magazine. Experienced a Journalism, folklore, Begin September '73. Write: Albert Stewart, Box 132, Pippa Passes, Ky. 41844. Ph: (606) 368-2121.

BUSINESS PAPER JOURNALISM

This is a combination position which should be very attractive for the individual who likes to divide the time between the desk and the field. It offers considerable variety of activity and interesting travel.

Essentially, the job may be considered in two parts: (1) EDITORIAL AND (2) ADVERTISING SALES.

In both areas, the field editor is, for the most part, dealing with the same people.

For example, the assignment may be to develop an article on a newly-launched vessel, including photography, and to discuss and develop advertising programs with the builders and equipment suppliers.

Work would take you throughout the coastal fishing states. In the office, details would consist of writing and co-ordinating field work.

QUALIFICATIONS:

The field editor must be a self-starter. Must organize assignments on own initiative in many cases and do follow-up work wherever necessary.

Must be able to use a camera to provide effective photos for both editorial and advertising use.

This ad produced once—now we're looking for a second field editor.

Write to Mr. Maloney, P.O. Box 52288, New Orleans, La. 70152.

MANAGING EXECUTIVE EDITOR needed. Must be a leader who understands how to produce a successful daily, who can train, manage and inspire a fine staff. Must be able to supervise all editorial jobs, including sports, women's and photography. Located in Northern Area 9. Please reply to Box 1324, Editor & Publisher.

METRO SPORTS

Because of retirements, Zone 2 PM by year-end will need a sports editor (no, not the top editor, but hopefully with such capability) and either one or two writers (no, not covering our three major league teams, but hopefully capable of doing so someday). Well above average in pay level and happiness quotient. An Equal Opportunity Employer. Write Box 1363, Editor & Publisher.

EXPERIENCED REPORTER capable of handling all news (except society) on 16-20 page all-local weekly in central Florida. Send background to Owen Brice, NEWS, Lake Wales, Fla. 33853.

HELP WANTED EDITORIAL

NUMBER 2 PERSON for twice-weekly Maryland Gazette, America's oldest newspaper. Quality, award-winning paper needs person to write stories and help with layout and headline writing. Professional newspaper experience absolutely essential. Write to Robert Goodman, Editor, Maryland Gazette, Glen Burnie, Md. 21061.

EDITOR-OWNER for \$75,000 award-winning weekly in county seat town in Zone 2; no money needed. Box 1297, Editor & Publisher.

ZONE 3 AM needs experienced copy editor and experienced reporter. Box 1275, Editor & Publisher.

SPORTS DESK/WRITER

Midwest 37,000 AM daily has an immediate opening for a sports desk man. Duties include editing local and wire sports copy. Also some writing, including column. Strong prep sports area. 4-man sports staff.

Ideal applicant will have some desk and sports writing experience. Excellent salary and benefits. Send resume listing employment history to Box 1303, Editor & Publisher.

CHIEF COPY EDITOR, large metro daily, Zone 2. Start at \$19,240. Box 1331, Editor & Publisher.

DO YOU KNOW HOW

... to create an exciting community newspaper? Man or woman with community newspaper experience wanted as news editor, to work with editor/publisher and 6-person staff. In competitive Massachusetts area, we have grown by publishing professional, sensitive and attractive newspaper. Box 1328, Editor & Publisher.

WE'VE GOT AN IDEA about news coverage—local, in-depth, different and in a wider area. To make it a reality, we need to expand our staff and staff management. We're looking first for 2 top-notch managers with solid experience. Call one a city editor, the other a managing editor. That'll do until we talk. We're a medium sized Southeast daily looking towards a new staff of 20 professionals. Send full resume to Box 1301, Editor & Publisher.

EDITOR

Join the prestigious editorial staff in the technical department of a major book company. You will be responsible for declaring manuscripts acceptable for publication; involvement in the acquisition of manuscripts and in the interior and exterior editing, design and schedule of production of all titles. Must be capable of assuming added responsibility in the near future. Scientific college degree and technical publishing experience required. Send detailed resume, including salary history, in complete confidence to:

J-82, P.O. BOX 7182

Philadelphia, Pa. 19105

An Equal Opportunity Employer, M/F

QUALITY-CONSCIOUS PRO to be news editor of 18M offset daily, put spark in staff of 9. Send background, goals, samples to Roger Matz, Daily Sentinel, Fairmont, Minn. 56031.

EDITORIAL WRITER with at least 5 years experience for AM daily in Zone 2. Salary negotiable, excellent fringe benefits. Send resume to Box 1236, Editor & Publisher.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resume: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available.

New England Daily Newspaper Assn.
340 Main St., Room 527
Worcester, Mass. 01608

HELP WANTED EDITORIAL

AGGRESSIVE TRI-WEEKLY and central printing plant needs 2 experienced reporters. Good opportunity with a growing organization for advancement. Phone (615) 826-7161, Osia Williams.

REPORTERS

The Telegraph, Painesville, Ohio, is publishing despite strike involving editorial and is accepting applications for reporter positions. Write to Manager, The Telegraph, 84 N. State St., Painesville, Ohio 44077.

JUST STARTING OUT? Southwestern daily has reporting spot open for newspaper who can cover a beat and has an eye for features. Desk experience helpful, but not mandatory. \$110 a week. Box 1347, Editor & Publisher.

AN EXPERIENCED WOMEN'S EDITOR to head a 2-girl staff. Strong layout, enterprising and significant stories. Salary open. Contact James Tucker, Managing Editor, Martinsville Bulletin, Martinsville, Va. 24112. Ph: (703) 6-8-8801.

REPORTER to handle beat, dig out features, write local column for Northwest Ohio offset daily. Resume to Managing Editor, Advertiser-Tribune, Tiffin, Ohio 44883.

BUSINESS WRITER

Chart Area 2 combination daily newspaper offering excellent salary, employee benefits. Strong community business climate. Aggressive management. Prefer one with business writing experience. Box 1367, Editor & Publisher.

Equal Opportunity Employer

EDITOR for aggressive daily, 6,250 circulation, converting to offset. Opportunity for editorial freedom. Good salary, liberal fringes. The Commercial Review, 309 W. Main St., Portland, Indiana 47371.

MANAGING EDITOR for bright Area 8 daily which seeks to be brighter through employment of personable, aggressive individual who has ability and drive to spark our small staff. Salary \$5,500 range. Our woman's paradise among our fringe benefits. Box 1346, Editor & Publisher.

EXECUTIVE CITY EDITOR

Shirt-sleeve, thinking pro to plan and supervise major PM's coverage of exciting Northeastern state capital and growing suburbs. We need the hard news—plus, from our 25 reporters. Box 1360, Editor & Publisher.

REPORTER/EDITOR. Bright, aggressive, aware newsman, with a minimum of 5 years experience, needed for the nation's most unusual news publication: The Advocate, newspaper of the homosexual community. We offer a challenge to your pride, your self-awareness, as well as to your news skills and judgement. Rush resume and salary expected to Advocate, Box 74695, Los Angeles, Calif. 90004.

FREELANCE

EDITOR/REPORTER

(FREELANCE)

Freelance reporter for a weekly business publication headquartered in New York to work as part of an established national news network. Must have experience and must be reasonably familiar with hard goods retailing, distributing and manufacturing operations in the Metropolitan area. Send brief resume and recent writing samples, which will be returned, to:

Miss M. McGoldrick

MERCHANDISING WEEK

1515 Broadway
New York, N.Y. 10036

HELP WANTED LIBRARIANS

METROPOLITAN DAILY, Zone 5, seeks assistant to head of Reference Department. Library degree and newspaper experience required. Box 1212, Editor & Publisher.

PRODUCTION

BIG ON POTENTIAL but short on experience? 16M offset daily needs energetic person to head composing room immediately. All new equipment. Youth or experience no drawback. \$800 month with paid insurance, vacations and fringes to start. Reply to Colorado Daily, P.O. Box 1719, Boulder, Colorado 80302.

PRODUCTION MANAGEMENT STAFF

Challenging opportunity available as assistant to vice-president/production. Right individual will be groomed for top production management position. Activities involve operational and project assignments in all areas of production.

Requires a strong leader who is people oriented and can successfully lead large production workforce through conversions and daily operational functions. Prior management experience in newspaper production preferred; familiarity with new production processes and knowledge of electronic computer applications helpful. College degree in related field desirable.

Excellent Northeast metropolitan suburban location with top residential communities, schools, and recreational facilities. Highly competitive salary with generous profit sharing and benefit programs.

Submit detailed resume and salary history.

Box 1313, Editor & Publisher

PRODUCTION MANAGER for 25,000 7-day AM offset newspaper Zone 6. Must be capable of coordinating production from composing room through mail room. Present equipment includes VIP's, 191's, Automic keyboards, Spartan II camera, LogE processor and new Urbanite press. PDP-8 computer on order. This is a new position and affords unlimited opportunity for the right person. Box 1272, Editor & Publisher.

PUBLIC INFORMATION

PUBLIC INFORMATION OFFICER for New York City foundation engaging in wide spectrum of research on economic, social, political and media questions. Heavy writing. Press releases, newsletter, annual report, occasional promotion pieces. Organize press conferences, relations with media. Newspaper experience useful. Send resume. Box 1371, Editor & Publisher.

PUBLIC RELATIONS

PUBLICITY WRITER, international boat builder, Florida. Excellent opportunity for advancement. Boat handling experience necessary. No age restriction. Box 1308, Editor & Publisher.

DIRECTOR OF PUBLIC INFORMATION

A private, independent educational-cultural institution located in a lovely New England setting requires an individual to direct public information-public relations dept. Will report to Vice President for Public Affairs. Responsibilities are for creating and carrying out a comprehensive public relations program. A strong background in public relations with demonstrated ability to write and edit, and the ability to direct the activities of others assigned to the public information office is desirable. 3 to 5 years experience required. Salary to \$16K.

Box 1323, Editor & Publisher

An Equal Opportunity Employer

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

ACADEMIC

MANAGING EDITOR, 25 year journalist, Pulitzer nominee, short stories, college, desires university teaching position. Have BA, would work for. Box 1320, Editor & Publisher.

ADMINISTRATIVE

GENERAL MANAGER/AD DIRECTOR, At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and editing. Box 916, Editor & Publisher.

WORKING FOR CHALLENGE. Classical Manager major group suburban dailies (18 papers, 214,000, owned by Indianapolis Star & Tribune). Response for 300% transient increase in 18 months and still growing. Excellent PR, sales background. Ed Bosin, 5 E. Girard, Denver, Colo. 80231. (303) 755-2978 and leave message.

PROFIT-ORIENTED EXECUTIVE experienced all phases. Executive 14 years in advertising, personnel, circulation, assistant business/general manager. Strong negotiations, OSHA. Will relocate. For resume call write A. J. Pranger, 8 Roselin Ave., Quincy, Mass., 02169. (617) 472-7000 or 479-4974 home.

EDITORIAL/GENERAL MANAGER experienced in all phases of daily, weekly and commercial operations including off. Prefer Zone 9. Available Box 1362, Editor & Publisher.

ADDITIONAL PUBLISHERS: Vacationing former editor, age 42, with broad newspaper and PR experience, would appreciate a responsible position that calls a close, day-to-day association with a first-rate publisher. Box 1310, Editor & Publisher. Meanwhile, any for tennis?

CARTOONISTS

CARTOONIST-EDITORIAL interested local as well as national issues. Providing cartoons to 7 newspapers. Member AACC. TV experience. Former college professor, film animator and lecturer. Box 1318, Editor & Publisher.

CARTOONIST with heavy credentials in newspaper post. Currently doing syndicated features. Age 35. San Francisco. Box 1357, Editor & Publisher.

WE LOST ANOTHER ADVERTISER!

Here's a letter we received recently:

"I can't begin to describe how happy I am with the results of my Positions Wanted ad. I received over 20 responses and 5 papers wanted to hire me. I finally settled on (name of paper). It's quite a great job! You're right—E&P ads do work!"

M.R., Massachusetts

he ad referred to ran 4 times, was lines long, and, under the new rate schedule came to a total cost of \$38.80 (including the box service fee).

E&P is the fastest, surest and most economical means to present yourself to the newspaper community!

CIRCULATION

CIRCULATION DIRECTOR with 18 years experience in all phases of circulation and promotion on dailies and weeklies. Looking for challenge! Zones 1, 2, 3 preferred. Box 1065, Editor & Publisher.

NO. 2 MAN ready, willing and able to be No. 1 on daily up to 20,000; Zone 3 or 4, familiar with ABC. Box 1315, Editor & Publisher.

PROFESSIONAL CIRCULATOR, 25 years experience. All phases. Competitive. Top record. Minimum \$25M. You'll get what you pay for. Exchange references if you can afford me. Box 1068, Editor & Publisher.

CIRCULATION MANAGER; Capable, qualified assistant ready to step up; prefer daily up to 20,000 in Zone 3 or 4; Strong in leadership and motivation. Box 1350, Editor & Publisher.

EXPERIENCED SUPERVISOR seeks to become Assistant Home Delivery Manager, Home Delivery Manager, in a large company, or Assistant Circulation Manager, Circulation Manager, in a small company. Black man, family man, age 31, 13 years experience with major newspapers with 100M to 500M dailies and Sundays/District Managers/Little Merchant and others/BS Business Administration. Prefer Zone 9, S, consider others. Box 1370, Editor & Publisher.

DISPLAY ADVERTISING

NOW! READY ANY AREA, 20 years display results, family 4: office or letterpress, make you \$3. R. Anderson, P.O. Box 169, Canoga Park, Calif. 91303. (213) 884-8547.

WORKING AD DIRECTOR, non-metro daily. 50. BJ Missouri, \$250. Area 3, 4, 6, S. Box 1031, Editor & Publisher.

SUCCESSFUL YOUNG ad manager on small daily desires change of climate. Profit-oriented and promotion-minded. Available September 17. Box 1356, Editor & Publisher.

EDITORIAL

SPORTS EDITOR on 25,000 daily seeks more challenging position in sports editing or writing on larger paper in either Zone 4 or 9, 3 years experience. Box 1335, Editor & Publisher.

BOLD YOUNG JOURNALIST, 2 years reporting and feature writing on medium size daily, seeks more challenging news and investigative reporting position. Ohio State University J-grad, '71. Will relocate anywhere. Box 1319, Editor & Publisher.

U. OF MINNESOTA June BA in Journalism and English seeking writing position with 50,000+ daily. Quick learner, prize-winner, experience prodigious for age 22. Will travel anywhere. Marshall Fine, 2309 Irving St., Minneapolis, Minn. 55405.

REPORTER/REWRITER who left big city to edit small town papers seeks reporting spot on big paper. Sober, dedicated craftsman, 33, family man. MA, Box 1309, Editor & Publisher.

COLUMBIA COLLEGE June grad desires challenging work in Journalism. Experience and drive. Box 1096, Editor & Publisher.

SEASONED NEWSMAN would like family to breathe clean air. Offer 15 years experience in return. Seek city editor, news editor, reporter. Box 1279, Editor & Publisher.

ASPIRING SPORTSWRITER, some professional experience, promises lively copy and total effort if given opportunity to launch career. Wide experience on student newspaper, BA, law school. Clips and resume sent at slightest provocation. Larry Morris, 105 S. Whippis Mill Rd., Louisville, Ky. 40222. Call (502) 425-9914.

EDITORIAL

BUSINESS REPORTER, 18 years editorial experience, seeks challenging post with trade association. Will travel, relocate. Box 1263, Editor & Publisher.

AVAILABLE SEPTEMBER 1, 25-year-old news and feature writer, 5 years newspaper, public relations experience. University of North Carolina J-grad. Resume, clips on request. Box 1311, Editor & Publisher.

REPORTER, 10 years experience, all beats. Will consider offer from any newspaper. Box 1269, Editor & Publisher.

AMBITIOUS COPY EDITOR now on AM daily seeks to move ahead on PM daily. I'm 36 with 12 years know-how as editor-reporter covering all major beats: Government (village, city, county); courts; sports, and special assignments. Married. Let's get together and equate my expertise to your newsroom needs. Write Box 1232, Editor & Publisher.

CONSUMER COLUMNIST needs help. Ex-college editor wishes to relocate and learn other aspects of profession. Money no object. Zone 9. Box 1277, Editor & Publisher.

SKILLED human interest writer-reporter seeks Sunday, daily or weekly writing spot. Broad, solid news background, age 47. Box 1302, Editor & Publisher.

ENTHUSIASTIC, YOUNG sports writer wants position on 40,000+ circulation daily. Layout experience. BA in Journalism. Any Zone, prefer 5. Box 1322, Editor & Publisher.

SEASONED NEWSMAN who will give you quality writing as well as quality reporting seeks challenging reporting job. Fair-minded, accurate, strong on both features and fast-breaking news. Has written a column of humor. Capable photographer. Family man. Excellent references. Available immediately. Box 1287, Editor & Publisher.

NEWSPAPER FUND SCHOLAR, Degree 3 years in writing. Desire reporting job. Can type; use 35mm camera. PR, radio and TV exposure. Resume, clips available. Box 1289, Editor & Publisher.

RECENT COLLEGE GRADUATE interested in pursuing editorial career in daily newspaper; will relocate to any East Coast city; Massachusetts resident. Box 1353, Editor & Publisher.

FILM CRITIC — Currently feature writer, leading AM for 12 years. Also PhD student in film. 2 Masters, author 9 books in humor, humanities (Macmillan, Doubleday, Prentice-Hall). Box 1292, Editor & Publisher.

EDITORIAL

REPORTER, 15 YEARS experience general assignment and feature writing, seeks position on daily in smaller community or weekly in Zones 5, 7, 8 or 9. Would like to work up to editor's slot. Skilled, industrious, enthusiastic. Excellent references. Box 1365, Editor & Publisher.

MR. EDITOR, Let me spruce up your sports pages with hunting, fishing, conservation articles, photos. Experienced, ambitious. Write Box 1342, Editor & Publisher.

MATURE, EXPERIENCED sports-writer-editor, outdoor writer, photographer in 22nd year same job. Reason for making change not job-connected. Know all sports. Write Box 1348, Editor & Publisher.

SCANNER-READY deskman, 45, wants interesting writing or desk job. Zone 9. Box 1353, Editor & Publisher.

YOUNG MALE WITH BSJ seeks first newsroom job. Prefers Ohio but will consider any offer with growth opportunities. Has wide variety of freelance efforts and will wait for crack at general assignment/features work. But not too long. Box 1351, Editor & Publisher.

PICTURE DESK/CITY DESK, Mr. Editor: Are you ready to upgrade photo usage? I'm your man. Responsible, experienced newsman, 20 years plus on dailies. Knows picture editing, captioning, layout, writing, photography. Box 1349, Editor & Publisher.

FREELANCE

WRITER-PHOTOGRAPHER, 20 years newspaper pro, touring California vacation resorts from Monterey to Mexico. Any West Coast assignment considered. Reasonable and professional. MacDowell, P.O. Box 52024, San Diego, Calif. 92138.

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PHOTOGRAPHY

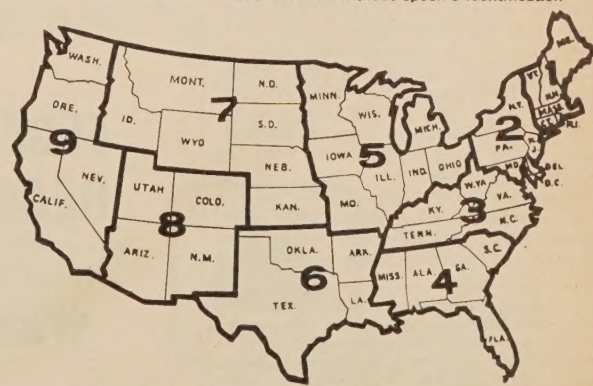
PHOTOJOURNALIST, WPPA Photographer of Year winner, 4 years successively. Color separation for ROP news know-how. Regions 1, 2, 3, 4. Box 1355, Editor & Publisher.

PUBLIC RELATIONS

PUBLICITY—10 years PR, 15 news; excellent writer, idea man; now working. Box 1296, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty By Patrick Coburn

IMPROVING COPY EDITING SKILLS

The APME Newsroom Management Committee wanted to find out what editors and some other experts in the field believe are effective ways to improve copy editing skills.

Convinced that use of another written questionnaire is "unnecessary, undesirable and unendurable," D. G. Schumacher of the *Champaign-Urbana* (Ill.) *Courier* and I conducted telephone interviews with a number of editors and several experts who specialize in copy editing.

This summary is not a scientific sample, but rather an interesting compendium of thoughtful ideas on the subject.

Qualifications

"Most newspapermen are generalists, but the best-informed generalists in the office should be on the copy desk," one editor said. That philosophy seemed widespread.

Another editor said, "We look for people with a wide range of interests, people who are able to take an overview of the entire newspaper, who can see the various departments fitting together, who can see where the different kinds of news fit into the total picture."

"Never hire a copy editor unless he reads books and anything he can get his hands on," one panelist advised.

What about experience? Should the copy editor have been an experienced reporter before being assigned to the desk? Comments were mixed.

"The best copy editors are the good writers who are tired of walking beats," said one respondent. He added: "When you hire a new person, try him out on the copy desk. That way he'll learn your newspaper's style and a little more about the operation."

"Every copy editor should be a reporter, and every reporter should be a copy editor," was one conclusion.

Training tools

A strong management team seems essential in building a solid copy desk. The two key people, according to the consensus, are the slotman and the managing editor.

"A good managing editor is a good teacher," Carl Riblet Jr., author of "The Solid Gold Copy Editor," said.

"The key is a slotman with guts—he has to be able to tell his best friend, 'That's a lousy head,'" Ken Reiley, editorial consultant for Copley Newspapers, said. Reiley went on to say that the slotman has to have a free hand and the necessary authority.

There are several methods to improve the newspaper's copy editing. One effective program was that described by Stan Slusher, assistant managing editor of the

Louisville Courier-Journal.

"We go over the copy personally with new copy editors, particularly in the first eight weeks," Slusher said.

"We're looking for patterns, the basics (to find out if) the person can edit copy. We put a little yellow sticker on each piece of copy the new editor reads. After the copy is set, the composing room routes the copy back to the newsroom. Then we try to have the slotman make corrections in a different color pen."

Slusher said that the *Courier-Journal's* "Beg Your Pardon" column of corrections of errors has helped to keep copy editors alert.

Job incentives

Some newspapers, the *Illinois State Register* included, award prizes or cash bonuses for outstanding headlines or "desk work." At the *Register*, our purpose is to complement the monthly awards program for the reporters. We also award a prize for the best photo of the month. Clippings showing the work of all the prize winners are displayed on the bulletin board.

Awards programs like this were not regarded highly by our panelists, however.

"Don't give prizes; just pay good salaries," was one comment.

"If you give prizes, you'll find the same guy winning them each time," another panelist said. He suggested that a good slotman will assign stories that call for clever headline treatment only to those skilled in writing them.

It appears, therefore, that such award programs could have a demoralizing effect on capable copy editors who never win prizes.

There are other ways to give recognition to copy editors. The *New York Times'* strikingly effective house ad showing a photo of all the *Times'* copy editors and a copy block describing the work of these people is a good example.

But the basic incentive, our contributors agree, is the pat on the back and the merit raise.

Building a good copy desk must be done primarily by the managing editor and the copy chief, whatever his title. Is there also a need for outside help? And if so,

what form should that assistance take?

Ken Reiley of the Copley Newspapers says coaching can be done by an outsider provided, 1. The coach has sufficient stature, and, 2. Staffers realize the outsider is not a threat to their jobs.

Several newspaper groups have consultants who go from paper to paper on a regular or trouble-shooting basis. Other papers take advantage of seminars sponsored by schools of journalism or professional organizations such as the American Press Institute or the Mid-America Press Institute.

Among the best and most accessible sources for outside criticism are the many schools of journalism. A managing editor with contacts at these schools can usually find a faculty member who has distinguished himself in the field of copy editing and headline writing.

An arrangement can be worked out whereby the newspaper will send copies for a given period. The professor will return his criticism either through marked pages, a written critique or both. The faculty member is usually paid on a contractual basis.

This last method has many advantages. The critic is emotionally detached from the personnel on the paper, because he probably never sees them. And the expense is usually not great.

Effects of automation

Some of the new technical systems will inhibit close copy editing more than our old paste-scissors-and-pencil methods, but some new equipment will allow for even more careful editing than we knew under the wire tape system, according to our panelists.

"New technology requires copy (particularly for scanners) to be much cleaner . . . Good copy editing starts now with the reporter. Reporters are going to have to become editors, one respondent said.

But the electronic editing terminal was seen by some editors as a boon and a return to the free-wheeling editing practiced before TTS.

"I can do anything on a terminal that any old-fashioned editor can do with a pencil," one editor told us. "And I ought to know, because I was—AM—an old-fashioned editor."

Our own Associated Press has shown in its recent technological advances that seasoned editors can learn to work well with the new editing equipment. (Some of the more mature editors adapt better to the system than younger deskmen.)

FEDERAL DECISION MAKERS READ IT . . . BELIEVE IT

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WASHINGTON STAR-NEWS

Washington, D.C.

EDITOR & PUBLISHER for August 18, 1973

Mr. Coburn, managing editor of the *Illinois State Register*, conducted this survey for the Associated Press Managing Editors Association's Newsroom Management Committee, which Herbert W. Spendlove, Jackson (Mich.) *Citizen-Patriot* is chairman.

When a big insurance story breaks, we can help you put it together.

Keeping up on car insurance news today isn't the world's easiest assignment. Getting the facts is only half the job.

The hard part is understanding them and making them easily understood.

Our Press Relations Department can help.

You'll get the straight facts you want, and straight talk, too. Fifty years experience says we understand the insurance business. And the fact that many of the top editors and columnists in the country contact us for information says we understand your field, too.

Give us a call. Our staff of news-trained pros will fill you in quickly, and accurately. And with an understanding that comes from being first in car insurance.

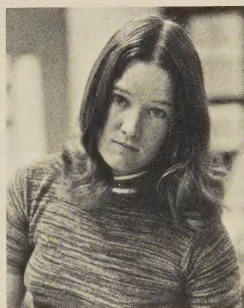
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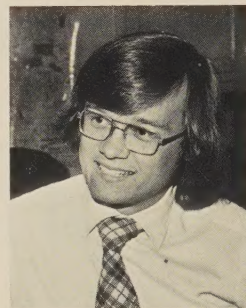


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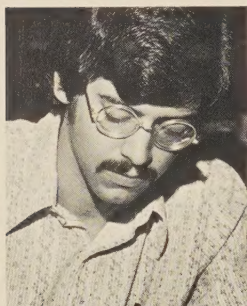
The Knoxville News-Sentinel's BEVERLY ANN TERRELL, University of Tennessee; JIM KENNEDY, University of Tennessee; LORETTA TOFANI, Fordham University; and JOHN LOY, University of Tennessee.



MICKEY REILLY
The Albuquerque Tribune
New Mexico State University



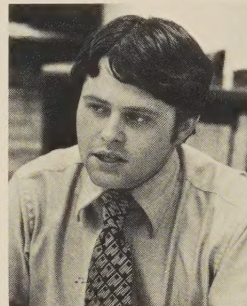
MICHAEL ROMICK
Columbus Citizen-Journal
Ohio State University



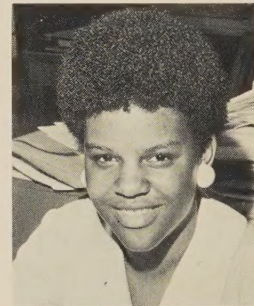
LARRY INGRASSIA
Columbus Citizen-Journal
University of Illinois



CHARLOTTE FOX
The Pittsburgh Press
West Virginia University



BOB HORNE
The Albuquerque Tribune
University of New Mexico



EDWINA RANKIN
The Pittsburgh Press
Temple University

Face of youth—and summer of promise

Summer is a time of promise for scores of young people on Scripps-Howard newspapers. They are Scripps-Howard summer interns—most are between their junior and senior years in college—who have spent three months being introduced to newspapering.

The 10 men and women above are a representative selection of interns, 1973. Most, but not all, are journalism majors. Each moved into a functioning editorial position and covered a real beat at The Albuquerque Tribune, Columbus Citizen-Journal, The Pittsburgh Press, and The Knoxville News-Sentinel.

To Mickey Reilly it meant covering county

politics; to Larry Ingrassia, editing optical scanner copy; to Charlotte Fox, the features desk. To others it meant the departments: sports and women's, as well as general news, city hall, and police station. Each gained experience and insight.

The intern program was adopted years ago by Scripps-Howard editors as a means of attracting talented young people to newspaper careers. The nicest part for many is that their internship is more than a summer romance. On completing college, because we like them and they like us, they join our newspapers as full-time staffers.

SCRIPPS-HOWARD NEWSPAPERS

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